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PRINTERS' INK

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A JOURNAL FOR ADVERTISERS
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VOL. XCIII

NEW YORK, DECEMBER 30, 1915

No. 13



Things Are Humming in Jersey

Everything hums in New Jersey. Yes, in much-maligned Jersey—Jersey the butt of the slap-stick comedian's jokes in New York and Philadelphia play-houses from time immemorial. One might well be led to believe that Jersey is a good place to sleep in—merely this and nothing more. And it is a good place. Witness the exodus of Jersey-bound commuters from New York and Philadelphia by tube and ferry boat every work-day along around sundown.

Nevertheless, Jersey is wide-awake. Atlantic City's teeming boardwalk, her brilliantly illuminated hotels and piers, her flashing electric signs are proof positive of that. So are Hoboken's docks, Newark's, Jersey City's, Trenton's and New Brunswick's smoke-belching chimneys, Princeton's stadium when Bulldog and Tiger grapple, Pennsgrove's populace just after the pay-master's visit to her vast powder

plants. There's nothing somnolent about Jersey. She may be small in area, but she is doing big things, in producing big men. The President of the United States, though not born in New Jersey, has been for so long a time a resident of that State and her foremost educator and statesman that she may rightfully claim him. That great American inventor, scientist and world-benefactor, Thomas A. Edison, perhaps the most remarkable man of his time, whose achievements are veritable wizardry, carries on his indefatigable labors at East Orange, close by his enormous plant.

Come to Philadelphia, to the topmost floors of her skyscrapers in lower Chestnut Street. Turn your eyes to the East in true Mohammedan fashion and behold, not Mecca, but Camden, the farthest-famed city of its size in America. Camden's soups are on millions of dinner tables every day. Camden's ships plough the

(The Ayer & Son advertisement is continued on page 42)

The Element of Time

A few months ago there came a sudden change in conditions.

Almost over night business changed from bad to good.

Very few houses were so organized as to be able to institute a sales campaign to take immediate advantage of such a change *on a national basis*.

But every manufacturer could start in a state or section and expand as his *manufacturing* and selling conditions warranted expansion.

* * *

That is one of the big features of Standard Farm Papers.

They are *natural* state or class mediums.

Editorially they deal with the problems of a certain class of farmers or a certain section of the country.

And the Standard Farm Paper appeals so sharply to its chosen class that in many cases one

out of every two or three farmers in a given section subscribes.

* * *

This is the time to start business building.

Start anywhere. Time is a big factor. The manufacturer who "waits" until he can *start everywhere* is likely never to start at all.



TRADE-MARK OF QUALITY

STANDARD FARM PAPERS

ARE
FARM PAPERS OF KNOWN
VALUE

Wallaces' Farmer
Kansas Farmer
Progressive Farmer, Birmingham
The Wisconsin Agriculturist
The Indiana Farmer
The Farmer, St. Paul
The Ohio Farmer
The Michigan Farmer
Prairie Farmer, Chicago
Pennsylvania Farmer
The Breeder's Gazette
Hoard's Dairymen

WALLACE C. RICHARDSON, INC.,
Eastern Representatives,
41 Park Row, New York City.

GEORGE W. HERBERT, INC.,
Western Representatives,
119 W. Madison St.,
(Advertising Bldg.), Chicago.

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Inside Story of House Selling on Price Appeal Alone

Picturesque Description of What Happens When the Good-Will Element Is Lacking

[EDITORIAL NOTE: The following experience story is true. For obvious reasons the name of the concern is disguised, but otherwise the facts are as given. The concern is one of the best known among Eastern shoe manufacturers. Its constantly increasing struggle to maintain its precarious hold upon a large volume of business by underselling its competitors has been closely observed by the trade for several years.]

THREE representative salesmen of a big Eastern shoe house called on me last week. They wanted me to help them get another job.

The same thing has happened every six months (at the end of each season) for the past five years, except that at first they came in larger numbers, sometimes a dozen or more.

These men came to me, in confidence, for advice and help because I had formerly been their sales manager.

They came without encouragement on my part, and, somewhat to my surprise, they seemed to know that I would understand their point of view and help them, if I could.

The burden of their complaint was—too hard work, too little money and no future prospects; mainly the latter, because they are good salesman and have proved their ability as well as their willingness and capacity for work.

Although my former relations with these men were friendly and even sympathetic, I felt in my heart that they would be justified in a much different attitude toward me, for it was I who had induced them to make an un-

profitable investment of their time and ability.

However, they had dug beneath the surface and found the fundamental cause of their misfortune.

WHY THESE MEN WERE DISSATISFIED

Their house was not backing them up. It was behind them, true, but to drive, not to help them.

Moreover, strange as it may seem, they said that the house, instead of making it easier for them to get business, was actually making it harder.

These men had the right idea. They didn't understand all the whys and wherefores, but they had sensed a big weakness that existed somewhere in the selling policy of their house.

That was enough for them. They wanted to get out.

It was an old story to me. I knew all about it. I had fought that weakness for six years and it had finally beaten me, as it had scores of other men, not only salesmen but good men in nearly every department of the business.

One of two things invariably happened to every man who worked for that concern in an executive capacity, or in any capacity that required judgment or initiative.

Either his job got on his nerves and he quit, or he got on the company's nerves and was fired.

Of course, there were some of these men who deserved dismissal and no doubt most of them had served their usefulness in that

business because they had got out of harmony with the methods of the organization.

But that is not the point—they never had a chance against the influence of that underlying weakness of the institution. It was bound to get them sooner or later, and it did get them all, except—yes, there are a few exceptions, but they are all relatives of the boss and they don't really count. In fact, most of them ought to go, also, for the good of the business.

So it goes in that house and so it has gone for ten years to my certain knowledge; constant changes and upheavals—always building up, only to tear down.

THE WEAKNESS IS ONE OF SELLING

You ask why? The reasons?

There are various contributing reasons that appear on the surface, but they all spring from the same source—what I call the big weakness.

That weakness lies where you would least expect to find it—in the mind of the boss—and not because he is a fool, a crank, or a tyrant, but simply because he has the wrong viewpoint of selling.

And this viewpoint of the boss has found expression in an uncompromising effort to market his product on the appeal of price alone.

Big men sometimes attempt to do big things without counting the cost. Success in one field of endeavor creates a degree of self-confidence that will tackle any problem with a directness and force that is well nigh irresistible.

The boss, whom I will call John Jones, is a man of that type. He acquired his wrong viewpoint of selling in a very natural and, to him, convincing way.

He is in every sense a self-made man and well made, too, from the standpoint of success. He might even be classed as an industrial genius of the current times, for he has built up the Jones Shoe Company from nothing to a place very near the top in its productive capacity.

That reminds me to note here that all the genius of John Jones and all his experience have been devoted to production, not to selling.

For many years the Jones product was distributed through jobbers. It was sold to them on the price appeal alone, and John Jones found ways and means to meet and underbid his competitors so well that the business grew to large proportions.

But there came a change in conditions in the shoe trade, a tendency to eliminate the jobber. A number of manufacturers began to sell direct to retailers. Some of the largest jobbers, in turn, developed into manufacturers. Some of the latter had been big customers of the Jones Shoe Company. Jones did not like the outlook, so he also decided to go after the retail trade.

Having decided that point, Jones set the wheels in motion with characteristic energy. He didn't get into that end of the game himself, but delegated it to others. However, his viewpoint was the dominating influence in forming the personnel and policies of the new selling organization.

UNDERSELLING THE JOBBER

John Jones had been so successful in making shoes at prices that appealed to jobbers that he planned to go after retailers with a good deal of confidence. He had good reason to be proud of his facilities and certain fundamental advantages for producing maximum values at a minimum cost. No one could beat him at that. He figured that he could add a fair selling expense to productive cost and still undersell his former friends, the jobbers. I really believe that he thought that about all he had to do was to show the goods to the retailers and they would grab them like hot cakes.

He certainly had reason to revise that opinion later, but nevertheless he has always stuck to that attitude and still maintains it today. At least he believes that the retailers ought to buy his

shoes and that they are fools if they don't.

To put it in another way. If one of his salesmen fails to make good, he views that man as incompetent or lazy, or both.

Now, that viewpoint is rammed into the sales manager, who, in turn, passes it along to lesser executives. Somehow it pervades the atmosphere and creeps into the correspondence to customers and salesmen.

It doesn't help to sell goods or to hold trade, because it doesn't fool anyone about the merit of the merchandise or the service of the house, neither of which have ever attained a consistent standard of excellence. The reasons for this, every one of which can be traced back to a common source, will be made clear as I unfold the story of the succeeding ten years.

The Jones business was well financed, and in that respect was operated on sound fundamental principles. The new selling organization was created as a separate and distinct department, which, though financed by the parent company, had to paddle its own canoe in all other respects. It was, in effect, a jobbing house that bought goods of the factory and tried to sell them at a profit.

In selling its product to the sales department, the factory continued to add its customary profit to the price, a very wise provision, as succeeding events proved.

The company also operated tanneries which sold their product to the factories, also at a profit. The latter proposition has been the most profitable unit of the institution; the factories are more or less profitable, but the sales department lost money year after year.

On the whole, there has always been a net profit, but often an unsatisfactory one, considering the size of the operations and the amount of money invested.

Moreover, the profit is due more to skilful financing than to good merchandising. These facts are noted to illustrate how a business may grow and appear to

thrive in spite of some fundamental weakness.

A man named Kane was secured, on a profit-sharing basis, to organize and direct the new sales department. Kane was in many respects well qualified for the job, because he had been in the shoe-jobbing business for years. He knew all the ins and outs of the selling game. He also understood the producing advantages of the Jones company and saw great possibilities in their proposition.

Kane was the first man to struggle with the Jones viewpoint. It seemed to confront him in one form or another in everything he attempted to do.

Jones thought the sales department should be run as he ran the factory.

NO SPECIAL EFFICIENCY REQUIRED, THINKS JONES

Kane wanted to hire a few experienced men for important departments, such as credits and collections, orders and shipping, etc. Jones didn't approve of that idea. It sounded extravagant. Experienced men usually wanted large salaries. He had always found it best to hire green help and let them grow up with the business.

In reality this was just another demonstration of Jones's viewpoint of selling. He thought it was going to be so easy to sell his goods that no special efficiency would be required to handle the business. He mistook Kane's experienced judgment for mere personal opinion and gave it scant attention.

Eventually Kane got together a little force of clerks and stenographers, partly composed of factory employees and relatives of the boss, all crude, inexperienced material. He had to shoulder all the executive work himself.

A dozen salesmen were secured and sent out on their initial trips. Of these only a few were experienced men, the balance were relatives and other ambitious would-be salesmen that had been foisted on Kane by Jones.

It will not be very difficult for

the average reader to guess the results obtained by the methods enumerated.

Kane lasted only one year. He left with the doubtful compliment, uttered behind his back, that he was a fine man personally, but lacked force. He was too slow for that organization.

Kane was succeeded by a younger brother of the boss, who had been in the factory. He had considerable energy and enthusiasm, but no experience in selling.

The boss gave him more rope than he had Kane, because there was no conflict of viewpoints. Young Jones had acquired the habit of getting his opinions ready-made from the boss, which had the effect of making his own judgment weak when he was called upon to use it. As a consequence he frequently reversed himself on questions of policy after he had consulted the boss.

That sort of thing was demoralizing to the organization. There was much wasted effort, many disappointments and incidents that discouraged constructive work. They were, of course, paying the penalty of inexperience at every turn.

But why so much inexperience, you may ask? Due entirely to the viewpoint of the boss, who insisted that they sell on the *appeal of price alone*. To meet or underbid competition on prices, make everybody work like Sam Hill and keep down expenses—that was the sum total of the Jones theory of selling.

During these times the organization was growing rapidly. Most of the salesmen in the first bunch sent out "fell down," but their places were filled by others, and more men were added to the force from time to time. Sales increased, naturally, as additional men were put in the field. They all sold some goods, but in few instances enough to balance the expense of maintaining them. The selling cost was very high.

In the meantime a new problem loomed up.

It was quite a shock to learn how unresponsive retailers were to the supposed values in the

Jones line. They didn't take the trouble to explain all their reasons for not buying, and such reasons as did filter back to the company were not taken seriously at first.

NO REAL SALES ARGUMENT TO HANG TO

Finally a few facts like these became evident:

The average retailer had pretty well-established buying connections which he was loathe to sever for various reasons.

Not one in a thousand had ever heard of the Jones Shoe Company, anyway. They had been fooled before by smooth salesmen sent out by unknown houses, and the story told by the Jones salesmen sounded too big to be true.

There was really no special appeal in the merchandise. It is a custom of the shoe trade to make samples better than regular goods. The retailer has learned to expect that, but he doesn't know what he will get in regular goods when he buys from a new house. It was even hard to see any special value in the Jones samples, because a difference of five or ten cents in the value of footwear is not apparent to the naked eye. The jobbers to whom Jones had sold shoes could judge values because they bought shoes to be constructed according to specifications and each item of material and labor was figured down to the fraction of a cent.

The average retailer does not buy shoes in that way, but judges their value in general terms of quality, style and fit. Or, to be more explicit, he asks, "Will this shoe sell readily at a price that yields a profit? Will it fit and wear well and satisfy my customers?"

Now, in addition to overlooking a good many hurdles in the course of distribution, Jones had neglected to consider this viewpoint of the retailer, if, indeed, he had ever heard of it.

Instead of learning what the retailer wanted and trying to supply it, Jones had assumed that he knew what the retailer ought to have. That assumption was really based on what Jones want-

1916



PROSPERITY YEAR

THIS rising on one's toes at New Year's time and swinging into the new cycle, alert for bigger accomplishment, is a mighty healthy sign in a *man*—and in a *business*.

Nineteen Sixteen is the greatest year of Time because it is Now. And it's the greatest year of American business opportunity — because Peace and Plenty, rich Crops and an astounding proportion of the world's Liquid Wealth are ours.

The great Home Market offers wonderful possibilities for a business harvest.

Doesn't the New Year call for New Ideas in the Advertising and Merchandising of your business—for still more efficient out-of-the-beaten-road Selling Plans?

What we have accomplished in the handling of leading National accounts in 1915 is business history. Let's discuss together *your* plans for Prosperity Year.

NICHOLS-FINN
ADVERTISING CO.
222 S. STATE ST., CHICAGO
200 FIFTH AVENUE, NEW YORK



ed to sell, as a result of his efforts to produce merchandise that would have a price appeal.

DELUING THE RETAILER

That particular problem proved very troublesome for a long time and it still crops out at intervals in the most amazing way. It even led to questionable practices in production, with a consequent reaction against the good will of the business, for to make some shoes as the retailer wanted them made, and make them at a price, Jones found it expedient to utilize economies in construction that did not appear on the surface, but were soon made evident to the wearer.

Another futile subterfuge, which grew out of the price-appeal policy, was the offering of one or more obvious values in staple goods as a bait to the retailer in the hope that he would buy enough other goods to make the sale profitable.

A good many retailers could not resist these special values, but the majority of them were smart enough to ignore the balance of the line.

Continual pressure was brought to bear on the tanneries and factories to seek methods of reducing costs, which stimulated an endless round of experiments that usually proved disastrous.

The sales manager had other problems to face. I broke into the sales department during Kane's time, but I was hired by young Jones, who had been put in the sales department to understudy Kane and relieve him at the end of the year.

I came in the guise of an advertising man at a very modest salary—less than I had been making. I sought the position because it had looked like a big opportunity. After I arrived I found that they had given the subject of advertising no thought whatever. A trade-paper solicitor had come along, and, having felt the need of making the Jones company better known to the retail trade, they had given him a contract. That was the extent of their advertising plans.

Young Jones didn't know what to do with me and seemed too busy to find anything for me to do, so he gave me a desk and a copy of that trade-paper contract and left me to my own devices. Perhaps some time I will tell the story of how I created a job for myself, but this story is about selling shoes, so I will relate only such incidents as have a bearing on John Jones's price-appeal viewpoint and its effect on his business.

I observed in the sales department a great deal of confusion. Everyone seemed very much pushed by his work, rushing about and getting in the way of others. Kane was the only calm person in the place, and I noticed that he got rid of a prodigious amount of work in a quiet, unassuming way. He and I became good friends and we fell into the habit of going to lunch together, at which times I picked up considerable knowledge about the business. He told me little of a personal nature, but by judicious pumping I got a good slant at the true conditions, which was corroborated later by my own observation and experience.

The situation was bad enough in Kane's time, but it became worse after he left; first because there was no one to fill his place, and, as the volume of sales grew, trouble grew in proportion.

Young Jones did not attempt to shoulder all the work that Kane had been forced to assume. He confined his energy to general supervision and the handling of the salesmen. Kane's former stenographer, a man named Tavis, was made credit man. All he knew about the work was what he had picked up under Kane. A young relative of the boss, who had fallen down on the road, was put in charge of the order department.

Both incompetency and inexperience were in evidence throughout the organization. Wherever initiative or efficiency did spring up it was usually discouraged or curbed because it locked horns with some tendency

(Continued on page 69)



*M*ENNEN
products are now
advertised by the
CHELTENHAM
Advertising Agency

11 EAST 36TH STREET
NEW YORK

Campaigning on Future Big Buyers While They Are Students

Weston Electrical Instrument Co., Ingersoll-Rand Co., Alpha, Atlas and Lehigh Portland Cement Cos., and Fitchburg Machine Works
Examples of Concerns Looking Out for Future Good Will

WITHIN recent years there has been a general awakening, on the part of many of the most prominent and enterprising concerns manufacturing products of a technical nature, to the need for recognizing the student as an embryonic buyer; and of molding him, while yet in college, along such lines as will later prove productive from the standpoint of future business.

Scattered among this country's universities, colleges, technical schools, agricultural and mechanical institutions, manual and industrial training schools—and even high schools—are thousands of students in whose hands rest not only the future development of the country but also the future expenditure of millions of dollars, directed along lines of future need, as brought out by the requirements of the official and executive positions of trust and responsibility into which the students of the present day are logically destined to fall.

It is, perhaps, almost too obvious for comment to call attention to the fact that the lanky student studying mechanical engineering in some obscure "jerkwater" college may, at some time, develop into the guiding power for some gigantic enterprise; an engineer whose word is looked upon as authority and whose final word is law over the placing of large contracts and the purchase of a vast amount of material. The student, while yet in college, is an unknown quantity; yet prominent concerns are entering into his education very extensively because of what he *may be* at some future date. They are content to wait for returns which are not easily traced and they are sure of their ground because the college man, especially in mechanical and technical fields, is a passive buying factor, needing only a

position where he can buy or influence buying to turn him into an active buying unit; hence he is worth all the effort expended upon him to secure his good will while he is yet safely sheltered within the classic halls of learning.

THOUSANDS GOING OUT YEARLY

It is an exceedingly difficult matter to compute the annual number of graduates from what are classed as strictly technical or engineering schools. The best authorities on the subject, however, place the figures at about 5,000. In this number are included an approximate equal percentage of mechanical and civil engineers, the remainder being divided among mining engineers, sanitary engineers, electrical engineers, etc. These figures do not, of course, include the great number of students who drop out before their term is finished, yet who must be taken into consideration in any scheme of student education. Such students, while not completing their college course, may still be in some future position along the lines of their chosen study where their voice in the matter of buying may yet be an important deciding factor in the purchase of equipment.

It is easily possible to run into some startling figures when the total school and college enrollment of the United States is looked into. Three years ago the school and college enrollment aggregated 21,102,113, of which number there were 202,231 students in the collegiate and resident graduate departments of universities, colleges and technological schools.

How to reach the student, and with what kind of material, are problems with which many of the largest concerns in the country have been grappling; and what

follows represents the authorized opinions of the companies mentioned.

In an interview with Chas. A. Hirschberg, of the Ingersoll-Rand Co., the following points and methods were brought out. Said Mr. Hirschberg: "We look upon the college man in the same light as we look upon the office-boy of a prospective customer. We cultivate him and make a friend of him because some day he may be president.

"As manufacturers of pneumatic machinery used in mining, quarrying, contracting and industrial fields we are naturally after the future mining, mechanical and civil engineers; yet we are compelled to take a long shot in educating students for the obvious reason that many of them branch away from lines of endeavor in which our machines might be used, after they leave college. Thus, we are compelled to keep close after the masses for the sake of the ultimate few.

"Among the subdivisions of our mailing list we cover educational institutions and libraries. The literature which we publish, from time to time, is particularly fortunate in that it is looked upon as a voice of authority, and it is due to this fact that we are enabled to get in on the ground floor, as it were, and secure a welcomed entrance. We consider the college professor a very important factor in our general scheme of getting the student, and it is through him that we reach the classes. Every once in so often the college professors on our list are reminded by us that

we are glad and ready to furnish standard literature for class use. This scheme is always well received, and even in the few cases where professors show no interest we render our literature available to the student by placing it in the college reference library.

ARGUMENT

IN presenting Monograph "B-5" to our friends, the Science Teachers, it has been our belief that a Monograph which could, in substance, be used as the foundation for illustrated lectures or talks to students on electrical instruments and measurement apparatus would be acceptable.

In preceding Monographs, we have dealt principally with laboratory experiments, whereas in this Monograph we are attempting to render service to Science Teachers in the class room, as well as the laboratory. A brief historical introduction is given, as this may help to promote interest in the subject.

We extend our thanks to the many teachers who have co-operated with us in preparing Monograph "B-5." Their encouragement has done much to strengthen our belief that lectures and exercises illustrated by cuts and by lantern slides will be acceptable in the teaching of physics in high schools.

We have discussed this Monograph with Mr. J. A. Randall, the Chairman of the Joint Committee on Physics, and while that gentleman heartily approves of the theme, it is his opinion that it may require further debate whether or not the information contained herein is presented in a manner that will appeal to Science Teachers.

We therefore invite the frank criticism of educators on this topic.

We also desire to express our indebtedness to Professor Albert F. Ganz for his painstaking and thorough revision of our copy

WESTON ELECTRICAL INSTRUMENT CO.

PAGE FROM ADVERTISER'S MONOGRAPH, WHICH IS VIRTUALLY A TEXT-BOOK FOR SCHOOL USE

"Our experience has been that it always pays to cultivate the college professor to the utmost, because he is the middleman between us and the student. For this reason we offer all the aid possible to the college professor. Many professors write their own text-books, and we often furnish a great deal of the information where the subject treated touches our lines. Many times we supply

the illustrations, and in other ways assist the professors in the preparation of their material. As the college student uses the textbook later, we are thus able to get much of our story before him, and in such a manner that he must absorb it as a part of his class studies.

"Along much the same lines we often assist professors in writing special lectures for their own use and for distribution among the students. These lectures are many times placed among the different colleges through a personal canvass on the part of our branch offices, who show sample copies to the various professors they come in contact with and ask them how many are wanted. And along this lecture line it sometimes happens that where the subject warrants it one of our own engineers will deliver the talk before the class.

"We also furnish lantern slides to colleges, on request; all this educational work being done free of charge and for the purpose of getting at the student. Naturally we cannot sell to the student direct while he is in college, and our hope of future business from him rests upon our extensive method of educating him in study and classes.

A "CATALOGUE STUDIES SYSTEM"

"It might be well to add a word or two about the Catalogue Studies System, to which we subscribe, and which we look upon as being very valuable to our particular purpose.

"Catalogue Studies are a series of catalogues, practical for class reference, securely bound in books of convenient size and indexed, together with a sectional oak filing case. The makers and compilers of the system install the catalogues of manufacturers who subscribe in the leading engineering schools of the country, where the instructors and students can have daily access without loss of contents. The studies are compiled and the index is classified and kept up to date with all the latest engineering literature. Through this Catalogue

Studies System we are reaching about eighty mechanical engineering colleges and are assured that our literature cannot be removed or lost."

This opening case of the Ingersoll-Rand Co. indicates to what an extent a large concern will go in the matter of getting the student, and the lead is duplicated in other lines of manufacture.

Investigation shows that there is great existing activity on the part of the portland-cement manufacturers. Let us see how some of the leaders in this field are getting the student.

HOW THE ALPHA PORTLAND CEMENT COMPANY IS DOING IT

S. Roland Hall, advertising manager of the Alpha Portland Cement Co., expresses the situation as regards his concern as follows:

"The most that we have done along the line of appealing to students has been in the case of high schools and manual training schools—particularly in the smaller towns where many of the pupils come in from the country around.

"Last year we offered a lecture to the principals of these schools, directions for a schoolroom demonstration, and a free bag of Alpha cement. We got a good response, and we gave the school principal an order on our local dealer and then wrote the dealer, told him that we believed in that sort of thing both on our account and our dealers', asked him to send over the cleanest bag of Alpha in stock and to bill us. The effect was good all around. A number of dealers refused to allow us to stand the cost of the bag of cement, said they were interested in the school work, and so on.

"The few college papers we used have been used more as a compliment than for real advertising reasons. Perhaps the ad or two that we have run with the Cornell people is an exception to the general rule, owing to the specialization on agricultural matters up there. But we figure that in the engineering schools the students

see the prominent engineering journals, which we use liberally, and that if they don't they are hardly worth our attention. As a matter of fact, our engineering-magazine advertising draws a lot of inquiries from engineering and architectural students, which we handle in the usual way—giving the inquirers full data.

"As to following up the student after leaving college, I can't see how this could be done. In our case, if he goes into farming or engineering, we catch him with our regular advertising in farm and engineering publications."

WHAT IS BEING DONE BY THE LEHIGH PORTLAND CEMENT CO.

W. A. Fuchs, advertising manager of the Lehigh Portland Cement Company, gives the following as his views:

"We cannot say that we have neglected the students, for we have had moving pictures made showing the process of manufacture of Lehigh Portland Cement. We have sent these on dates arranged with the various colleges and universities with a lecturer who talked to the students on this subject. Of course this lecture and motion-picture display was educational, but ample opportunity was afforded to make the fact known that the lecture was under the auspices of the Lehigh Portland Cement Company.

"In all cases this lecture was favorably received and we are positive that it did us considerable good. Where possible, we secured the names of the senior students in attendance and furnished a copy of our pamphlet 'Cement Facts,' which is really of interest to the engineering student.

"We cannot say that we make any special effort to follow the student after he leaves college, although our future plan will embody some scheme whereby we can keep in touch with him.

"We firmly believe that if we can get an engineer interested in Lehigh Portland Cement before he actually goes out into the field, we will have accomplished a great deal toward his specifying and using our product."

In this case the moving-picture idea was tried out, with satisfactory results.

METHODS USED BY THE ATLAS PORTLAND CEMENT COMPANY

H. S. Dudley, publicity manager of the Atlas Portland Cement Company, is also a firm believer in getting the student. Says Mr. Dudley:

"It is obvious that men with technical training are going to have the say. Most of the buyers in our field are men who studied books while at college. Hence we go after them before they graduate.

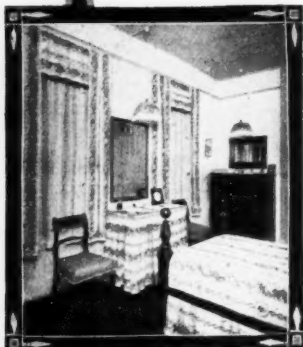
"We would rather get the technical college man than the student in an agricultural college, because there is greater consumption per capita in the technical field. However, we go out after both.

"In our system of education we depend largely upon three books, which we send to technical schools and colleges. 'Concrete in Railroad Construction' is a book of 228 pages. 'Concrete in Highway Construction' contains 136 pages, and 'Reinforced Concrete in Factory Construction' is a volume of 246 pages. These books are so valuable that they are, in many colleges, adopted as a standard part of the engineering course. The professors insist that the students study them and answer quizzes on them.

"In these books there is not much said about Atlas, the purpose being rather to promote successful concrete work. We do, however, run a four-page yellow advertisement insertion in the center.

"These books are sent directly to the professors, as asked for, and we do this for a reason. We believe that it is cheaper and better policy to send the books to the classroom for distribution by the professor rather than to send them to the home addresses of the students. It has been our experience that college professors like to have their classes depend upon their own good judgment. We can picture him saying, 'See, gen-

(Continued on page 62)



A Small-town New York



TODAY'S editor, Sarah Field Splint, has furnished and equipped a complete home in New York City, which duplicates in essentials the average small-town home in which her readers live. "I want it to be a tie between you and me, in a word, your home as well as mine; a new link of service between you and Today's," she tells 800,000 women in our January issue. The furniture, fixtures, utensils, devices and so on recommended in this magazine will here be used as they are used in little towns all over the country.

Today's
461 FOURTH AVENUE

own Home in rk City

editor, It is Miss Splint's plan to live
Splint, the life of those for whom she
ed and labors. There is inspiration
a com- and practical sense in the
rk City project. Small-town home
essen- conditions, with chances to
l-town experiment, form an atmos-
readers phere where the golden
tie be- mean between what "Mrs.
a word, Subscriber" ought to do and
s mine; what she can do will be
etween chosen instinctively.

he tells Today's advertising de-
ur Jan-artment has the privilege of
rniture, extending hospitalities to its
ces and iends from time to time at
in the his magazine home, and we
be used ope under its roof to show
n little ou in person what can be
ountry, old but feebly in print.

y's Magazine~
AVENUE NEW YORK CITY



My Next Car

What's my next car going to be? Why, it's going to be a Studebaker. I've had one, that's why.

You should see it go—that new six, I mean. Goes just like my old four, only better, and you know how the old four can everlastingly shin up hills. Well, the six beats it. Got more power. Pulls more load. Does it easier—and looks, well, I should say so.

Really didn't bother much looking over specifications this time. Just figured that I couldn't get any better stuff anywhere than Studebaker gave—and knew I couldn't get any lower price. Wife said, why wonder about other cars when we know about Studebaker and know the people that make it are O. K.

And that's the real way to get a car, anyhow. You're buying character, not specifications. All the makers nowadays give all they can for the money—got to, so many of them in the business making cars. So you're perfectly safe most any car you

pick, you'll get a fair return for your money.

But you're getting something extra when you buy a Studebaker, because they've got to make every car so good it will keep up the character and reputation Studebaker wagons built, years ago. And they do. Because they make a lot of cars every year, make them all in their own factories, and then sell them through their own branches, Studebaker gives most for the money, to my way of thinking, taking car, comfort and service all into consideration.

And that's all there is to it. Wife and I got our first car simply on Studebaker reputation. And the next is going to be a Studebaker because we've had one.

Just think how that would get close to Our Folks. The Farm Journal for April closes March 5th—just about road-drying time.

(Advertisement)

Patrick Company's Try-out Demonstrations to Meet Price Competition

How They Were Conducted to Lend Force to the National Advertising

Based Upon an Interview by H. A. Beers, Jr., with

Alfred Hanchett

Of F. A. Patrick & Co., Duluth, Minn.

PROVE your product's claims to superiority convincingly, and you have taken a long step toward meeting price competition. To do this, F. A. Patrick & Co., of Duluth, held recently a trial dealer co-operative campaign through local store demonstrations by their own salesmen. The results should be interesting to those who must compete on this basis.

There is nothing especially novel in the demonstration idea as a means for introducing goods. But an introduction was not the primary motive for the Patrick people's putting on their demonstrations. Their national advertising, coupled with efficient dealer co-operation, had already accomplished this end.

How they made a staple of the mackinaw fad has been told in **PRINTERS' INK**. That this was effected by making—and advertising—a mackinaw cloth that should come to be regarded as a standard was shown at the time.

The fact, nevertheless, faces the company that there are still many mackinaw coats on the market at much lower prices, and one of the selling problems has been to overcome this situation by impressing the dealer that patrick coats will sell quickly, in spite of the higher prices, and consumers that the patrick mackinaws are more than worth the higher prices asked for them.

It is one of the Patrick boasts that the value of the raw wool used in Patrick Cloth is 30 per cent greater than that in any other mackinaw cloth. There are other quality points about their cloth in which they take a just pride, and they feel that if they can make their dealers and consumers appre-

ciate these facts, they have won their side of the price battle. Again, not an unusual situation among manufacturers who compete on a quality basis; it is this company's solution of the situation with which this article treats.

WHAT THE DISPLAYS CONSIST OF

Part of the Patrick dealer-work, therefore, has always been directed to emphasize these quality features of Patrick Cloth. Among the dealer-advertising materials furnished is a display card showing the various stages of manufacturing wool into Patrick Cloth, from the raw, unbleached long fibres to the finished fabrics. Included in this display are samples of cheap imitation mackinaw cloths before and after the disastrous results of subjection to the caustic-soda test; also samples of Patrick Cloth that have come through the same tell-tale search for non-wool ingredients with a clean record.

These cards proved very popular for window and counter display, and dealers began to ask for more extended demonstration materials, enlarging along the same lines.

These were cheerfully furnished, but as the demands for such materials multiplied, however, the Patrick people began to find that, while valuable in establishing their quality points, these helps were becoming expensive. The amount of yardage alone was beginning to represent a considerable figure.

They therefore decided that, inasmuch as they were entrusting increasingly valuable materials with great possibilities for consumer education to the more or less passive activity of dealers, how much more would they realize on the investment if some of their

own representatives who knew the proposition from A to Z could conduct the demonstrations.

True, dealers who evinced sufficient interest to ask for the displays could be expected to use them faithfully. But the dealer could hardly be expected to devote his undivided efforts or time to getting the full benefits from the demonstration that the investment would seem to justify.

It was therefore decided, as an adjunct to the present season's national campaign, to send out two of the company's senior salesmen

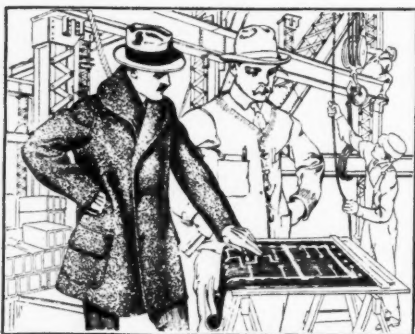
as told formerly, had started the mackinaw ball rolling in the East by personally selling patricks to some Eastern college men while in a dealer's store trying to sell the dealer. He had at one time been a tailor, and therefore knew cloth from every angle. Both were thoroughly imbued with the organization's spirit and faith in their product, and could be relied upon to present the Patrick story convincingly.

They were started out with a display line of special tailored garments and a large showing of the newest patterns in blankets, robes and other articles made up from Patrick Cloth.

But the principal object of their trips, to which the Patrick people attached the greatest importance, was to give informal lectures on the process of making their cloth, illustrated by raw and partly prepared materials, from the wool as it comes from the sheep's back, to the finished product; also the caustic-soda tests.

Dealers gave the demonstrations a prominent place in their stores, and in order to stimulate public interest in the event, window displays built along the lines of the demonstration plan were put in several days in advance, of the salesman's arrival and left in for the course of the demonstration.

To insure further the success of the plan circulars announcing the event were mailed from Duluth, the company's headquarters, to the dealers' mailing-lists, or sent out direct by the dealers themselves in certain instances. Special newspaper announcement copy to concentrate attention on the demonstration was also prepared by the Patrick company's advertising department and run by the dealers



A "patrick" for the Outdoor Occasion

THE "patrick" has established its own value as appropriate to the outdoor occasion. It is the accepted badder-than-weather garment.

There's no coat just like the "patrick" no cloth just like the Patrick Cloth. Of this cloth besides "patricks" (mackinaws) are long coats, caps, auto robes and blankets.

Of the Patrick Wool are mackinaw sweaters and socks. All are shown in The Patrick Book. A copy will aid in your selection.

Patrick-Duluth Wool Products are for sale at best stores.

Patrick-Duluth Woolen Mill
Duluth, Minnesota
"patrick" is the badder machine

Patrick
Wool
Products

Badder-Than-Weather

Buy a "patrick" where you see this sign



THE DEMONSTRATIONS BACKED UP NATIONAL ADVERTISING OF THIS KIND

on experimental demonstration trips through some of the larger stores in a limited territory, embracing the States of Wisconsin, Michigan, Ohio, Illinois, Minnesota and Iowa. These men went as woolen-mill demonstrators, and were chosen because of their seasoned experience and thorough knowledge of the Patrick proposition and manufacturing methods. One of them was the man who,

Intensive publicity methods such as these produced the desired results, and the salesmen invariably reported good crowds at each of the stores.

During the demonstration at the store of Joe Smith & Company, Council Bluffs, Iowa, a school-teacher, attracted by the announcement that the processes of cloth-making would be explained, including the caustic-soda test to detect the presence of cotton in cloth, brought her science class to hear the talk. The children were enthusiastic, and as a result the next day in the store presented a busy scene, as more school classes were attracted by the reports of the first to see the demonstration. All of which is interesting from the educational standpoint; but when the children began to return, leading their parents with them and pointing out the patricks they wanted, the sales possibilities of such missionary work were clearly demonstrated. The demonstration actually made sales.

In some cases people who were attracted by the windows or newspaper advertising and had heard the salesman's talk would come up and proudly show a patrick (mackinaw), with such remarks as: "I bought mine three years ago."

Another object accomplished was to arouse the interest of the dealers and their sales forces. During the course of the talk many of the salespeople not occupied at the moment would mingle with the rest of the audience to hear the process explained, and often the proprietor or manager would round up a number of salespeople, saying, "Come here, boys; here's something for you to know about."

The demonstrators also took the occasion to take orders for special made-to-order garments, and made good sales of this class of goods. Not only that, but the dealers were able to turn the moment to account to sell other classes of merchandise to the crowds that collected to see the demonstrations.

The campaign was confined to the months of September and October, simultaneously with the appearance of the new national advertising. In that territory some

patrick's are the real mackinaws



At the Cub Store --

you'll find patricks for boys and girls.

Young folks call them "fun-conis" because they stop at the knee and leave you leg-free. The genuine Patrick Cloth is fleecy and warm--keeps you snug when days are chill and damp

Patrick
DULUTH
MINN.

**WOOL
PRODUCTS**
Bigger-Than-Weather

THE "CUB STORE" OF MARENGO, ILL., ADVERTISED IN THIS MANNER IN NEWSPAPERS

of the year's hottest weather comes in these two months, and it might seem to be a positive error to display mackinaws at such a season. It was not the object of the demonstrations, however, to make immediate sales, and subsequent sales reported by dealers when the cold weather set in amply attested the value of the campaign.

It has been explained that these

trips were confined to a limited territory. They had an interesting aftermath, however; a fact that will have significant bearing on the company's campaign next season.

The Remelin Company, a prominent sporting-goods house of Cincinnati, heard of the demonstrations and asked that a demonstrator be sent. As the campaign had been carried out as planned, the Patrick company sent its regrets that this would not be possible. Not to be disappointed, however, the Remelin Company wrote again, asking that materials for a demonstration be sent to it, with full selling talk and instructions for carrying out the exhibit. This was done, the Patrick company sending along with the materials a typewritten talk for the retailer's demonstrator to follow. The Remelin Company gave large window space to the event, and also took big space in the newspapers to announce the exhibit. Mailing pieces adapted to the occasion were also sent out from Duluth to the Remelin's list.

So successful, on the whole, did these demonstrations prove, both in selling the dealer and consumer alike on the Patrick proposition—higher-priced though Patrick garments are, as announced at the outset—that next season it has been decided to extend this plan over a greatly enlarged area. As things stand at present, the only limit to their scope will be that the demonstrations will be available to Patrick dealers in towns of at least 50,000 population.

Among the most effective single items of the Patrick dealer-helps has been a lithographed cut-out, more than three feet high, showing a spruce tree spotted with snow, beneath the shelter of which nestles a flock of sheep. On the tree appears the wording—"Patrick Wool Products—" "From Sheep That Thrive in the Snow"—while at the bottom runs the Patrick slogan: "Bigger Than Weather."

In getting up this cut-out the company sought the advice and suggestions of its dealers, sending out several rough sketches before

they adopted it in its present form; and being guided by the consensus of the remarks received. The sketch in its original form showed a rising tier or pyramid of trees and more sheep; but dealers preferred the simpler form of one tree and fewer sheep.

This cut-out is so large and stands so high that wherever used it dominates the window; the window becomes practically a Patrick window. The sheep seem almost as large as life.

"One of the most gratifying things of the present season," said Mr. Hanchett, "has been the strong approval of retail merchants for this cut-out, and the fact that it has served to give us exceptionally large display space. We have received over a hundred letters of commendation from small and large merchants on this window feature."

As one more link in a chain of helps that has been winning for this company the active support of its dealers, most of the Patrick national advertising showed this cut-out somewhere, explaining that the dealer who displayed it was the local Patrick dealer.

The amount of space alone devoted by retail dealers throughout the country in their newspaper advertising to the Patrick company's electros and copy this season is taken as evidence that, in the main points, at least, the general plan of promotion is right.

Harry Wilk With Moller & Schumann Co.

Harry Wilk, recently with *Men's Wear* and *Chicago Apparel Gazette*, has resigned to become associated with Moller & Schumann Company, Brooklyn, manufacturer of Hilo Varnishes and Enamels, as assistant to Carl J. Schumann, sales and advertising manager. Mr. Wilk will give particular attention to the sales promotion and dealers' service end of the business.

W. A. Schmitt Leaves Franco-American

W. A. Schmitt has resigned his position in the advertising department of the Franco-American Food Company, of Jersey City, to take effect December 31, 1915. He becomes advertising manager of C. F. Mueller & Co., of Jersey City, manufacturers of macaroni, spaghetti and noodles.

The Hill Engineering Weeklies

Their Editorial Pages
tell men how to do things

Their Advertising Pages,
what with

The Engineering and Mining Journal

The Weekly for

Metal Mining Engineers

Read by mine managers, superintendents, owners, engineers and metallurgists. Published for 49 years.

Engineering News

The Weekly for

Civil Engineers and Contractors

The engineering-contracting paper with the largest actual paid circulation of any in this field. Yet its subscription price is higher than any other. Published for 41 years.

American Machinist

The Weekly for

Mechanical Engineers

The international journal of the machine-making industry. Reaches the men on the productive end of the line—the men who buy the new equipment. Published for 38 years.

Power

The Weekly for

Power Plant Engineers

Every large industry has its power plant, and directing this plant you will find the man who reads and believes in "Power." Published for 35 years.

Coal Age

The Weekly for

Coal Mining Engineers

With this paper the 36-year-old "The Colliery Engineer" has recently been incorporated, making "Coal Age" the only national coal paper.

*All Members
of the A. B. C.*

PUBLISHED AT THE HILL BUILDING
10TH AVE. AT 36TH ST., NEW YORK CITY



A reproduction of the January issue of *Successful Farming*, containing a full-page advertisement for Fairbanks, Morse & Co., prepared by the Heegstra Advertising Service, Chicago.

Three Giants Get Together

Wherever gasoline engines are known, the name of Fairbanks, Morse & Company is a familiar word, standing for excellency of production and thoroughness in sales methods.

An equally familiar name in its own field, that of general merchandising and advertising counsellor service, is the name of H. Walton Heegstra, head of the Heegstra Advertising Service, Chicago, Illinois. The high executive positions he has held with some of the nation's largest merchandisers and manufacturers have fitted him to be one of the leaders in his field.

These two giants have called in another to join them in a campaign that practically marks an epoch in selling goods to farmers.

The third is *Successful Farming*—the nation's foremost farm monthly, up-to-date—well illustrated—ably edited—a potent factor in the nation's agricultural progress—published in the center of the Agricultural America, with the bulk of its more than 700,000 subscribers located where farming is the most profitable.

And it might be said that another giant will help—the gigantic dealer organization of Fairbanks, Morse & Company, for this campaign is primarily a dealer's campaign and designed to sell engines to farmers through the dealers. It is in effect an individual campaign, for every one of the thousands of dealers handling the "F. M." engines. The

After All, It Pays To Get Acquainted

¶ The close business friendship enjoyed by the publishers of The Sperry Magazine with thousands of Progressive Retailers and millions of Women-Who-Buy for the Homes of America, is the result of many years of service rendered.

¶ The Sperry Magazine is the natural outgrowth of this service—it is in fact a service in itself—and as such is most cordially received each month by its enthusiastic Dealer-Distributors and over 500,000 of their best customers. No other monthly publication has such a large percentage of Persistent Buyers among its readers.

¶ In no way can you so directly, effectively or economically attract the favorable attention of these 500,000 Women-Who-Buy—or the merchants who sell them—as through The Sperry Magazine.

***This Is a New Service Magazine
The Facts Are Interesting and Important
May We Give Them To You?***

***Send For Our Statistical Booklet
"CREATE THE BUYING IMPULSE"***

THE SPERRY MAGAZINE

FOR THE WOMAN-WHO-BUYS

Two West Forty-fifth Street - New York
WILLIAM STARR BULLOCK, *Business Manager*

Letters That Sell a Department Store on Manufacturer's Good Will

Physical Appearance Counts, and, Above All, Specific Treatment

By J. F. Beale, Jr.

I SHALL start with the perfectly plain and bald statement that the average—no, let me say the *vast majority*—of business follow-up letters and letters soliciting business, the opening of accounts, the increase of orders and repeat orders are the merest balderdash, the acme of twaddle.

How do I know?

Because I receive scores of them every week. And because among a quite wide circle of friends, including merchants, advertising and display men, buyers for big stores, and business men generally, I find this opinion prevails.

In this article there will be given some specimens, without names of course. They are fair examples of hundreds more. In the cold, white light of calm analysis, see if you do not agree that, worse than failures, they are a menace to the prospects of the firms sending them out.

Imagine, if you will, the Packard Motor Car Company sending a man who speaks the language of Whitechapel, picked up from a park bench, to see the Hon. Lucullus Moneybags to sell him a \$6,000 limousine!

Yet the circumstance would be properly comparable with some letters I have seen which bore the signature of large manufacturers of high-grade products.

A case in point.

Comes a letter to the desk of one of the important buyers for three departments in one of New York's department stores. It is very poorly mimeographed or otherwise multigraphed on paper dear at eight cents a pound. Abomination of abominations, it *pretends* to be personal, for the buyer's name (mis-spelled) is at the top, and at the bottom the further offence, "dictated but not read."

This letter starts out on its wild orgy of salesmanship assassination as follows: "Are you alive to the fact that competitors are getting the business *you* ought to have? Wanamaker's, Gimbel's, Saks' and Altman's carry our line. Why not you?"

THIS LETTER STIRS UP ANIMOSITY

Then it drags in a lot of technical talk which could only be effectively used in a personal interview under most favorable conditions. Finally, comes this gem of naiveté: "Our Mr. — will be only too pleased to call upon you if you will signify your willingness to see him. Just drop the inclosed addressed card in the post. He's a busy man, and his trade, including the stores above mentioned, demands and receives much of his time, and appreciate his helpful selling suggestions, but he'll never be too busy to see you."

Whew! Can you imagine the hundreds of perfectly respectable waste-baskets throughout the country that feel like "going on strike" when such letters are consigned to them?

Now, as a matter of fact the house sending out that letter manufactures a very desirable and sellable line. Its representatives, one of whom I have met, are of a broad gauge. They are well-posted gentlemen, honorable and business-like. They were not "behind the door when tact was given out," and they deserve and have the high respect of the buyers of stores with whom they do business.

A few days ago the manufacturer of a line of novelty merchandise honored me with a reading of the form letters and special trade-soliciting correspondence he sends out to the trade, and an outline of the policy he pursues in their use.

His business is in size about one-twentieth that of the "awful example" above quoted. He maintains no special correspondent, no private secretary, no advertising man, no sales manager. He is all these in one, himself. He knows his business thoroughly; he knows the trade, and he knows human nature.

When this manufacturer writes a letter it is specifically, *personally* to the one addressed. It covers a definite, concrete point. It is as succinct and brief as possible; clearly, neatly typed on fine paper. In fact, it is a business gentleman's letter to another business gentleman.

From the many letters which it was a rare pleasure to read the following will serve as an example and as a contrast to the letter previously quoted.

"It will interest you to know that despite the unfavorable conditions in Europe we have been able to protect all established trade and the normal increase expected on numbers 342, 343, 344, and 600 to 617 inclusive, having just received extensive imports.

"This leads us to suggest that you have no hesitancy in advertising and otherwise pushing these numbers. The previous high quality of these goods is fully maintained in the shipment just at hand.

"Command us for any assistance we can afford in any manner in connection with our lines, and particularly those specifically mentioned above."

Many of the most successful manufacturers have discovered that letters soliciting business from trade with which no relations have been established are generally failures. They are spending their money and efforts toward new trade-making in trade papers and other advertising, and in salesmen and other personal representatives.

These same successful houses when they find it necessary or desirable to write their trade seem to favor the short, crisp but courteous letter calling attention to a small, neatly printed card or leaflet on which the main facts

for consideration are set forth in carefully considered type effect.

MESSAGE PRINTED SUCCINCTLY ON
A CARD IS EFFECTIVE

There are several advantages in this method. First, added importance is given to the facts by thus presenting them. Second, they may be so typed that the relative importance of each fact is established psychologically by the display. Third, if there are many facts the skilfully typed form is more easily read and digested. Fourth, the recipient will keep a convenient leaflet at hand, when he will file away and forget or "waste-basket" a letter. Fifth, more than one copy of the salient facts may be inclosed if more than one person in the house addressed is likely to be interested.

These are some of the main points in favor of this form of letter solicitation and follow-up, but by no means all of them.

A letter came to my desk the other day which was tenth in a pile of 22 letters awaiting my arrival in the morning.

The mail clerk is very careful to pile the letters neatly, exactly in the center of the large blotter. They form each morning an island in a sea of blue, nothing nearer than eight or ten inches distance from them.

This letter caught my eye because it was just sufficiently different in size to "stick out" from all the others. It was not so *very* much larger than the average business envelope, but it was a different shape and differently proportioned, though not so odd as to be posteresque.

It caught my eye, as I have said, instantly, and I slipped it out from the others. Then I saw that the envelope was of very fine quality. There was no printing on the address side, but the address was very neatly inscribed in deep brown typewriting.

Turning it over I found splendidly printed in small gothic type a name and address with which I was familiar.

Somehow there was an "air" about that letter. The sender unquestionably had good taste. The

message was more costly than the average; it must be of some importance. My name, so often misspelled, was correct, as were the initials and every detail of the address.

Well, I opened that letter first of all and I read every word of it, not a difficult thing to do, for the message, an important one, was in just 70 words. I had it copied for the files; the original serves as an example for my secretary.

The message in that letter was this: "To-morrow our shop will be closed for the holiday. Union regulations make this obligatory. If you have work which *must* be done on that day, we will arrange to have it done for you, saving you any possible delay, disappointment or trouble. If, however, you can wait until the next day for your work, we will be obliged. We deeply appreciate your orders and shall strive to merit their continuance."

This letter went to the regular

trade of the house (photo-engravers) and the manager and one of his men spent the "holiday" (election day) calling up their trade or seeing them to make good the promise in the letter.

I shall go out of my way to give that house business. At least two business acquaintances with whom I lunched the next day mentioned receiving a similar letter and voiced their appreciation of it.

If "brevity is the soul of wit" it is also a prime requisite of the business letter. A letter that is larger than absolutely necessary in reply to an inquiry is bad enough, but a long letter which is unsolicited is a positive abomination.

NEWS LETTER WAS "LOST"

A short time ago a buyer of hosiery for one of the large department stores of New York City was severely criticised for not acquiring a lot of seconds for a "sale."

The George L. Dyer Company 42 Broadway New York



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

He told the members of the firm criticising him that he did not know of their existence, and as he had an arrangement with the mill to notify him always of such lots, and a promise to give him first chance, he thought there was a breach of faith in letting a nearby and intense competitor have them.

"Very well," said the member of the firm, "see that every penny we owe So-and-So is paid at once and give them no more orders."

In a few days came a letter from the mill saying "you doubtless see that Blank & Company made a great success of the sale of our seconds. Do you not think you made a mistake in not taking them? We were a little surprised we did not hear from you in response to our offer."

This letter fell into the hands of the executive instead of the buyer. There was something of a scene. The buyer stoutly maintained that he had received no communication on the subject of "seconds." The mill as stoutly protested that it had written him.

The upshot of the whole thing was that the mill was requested to furnish a copy of the letter in dispute. They sent it. When it arrived the buyer was called to the executive's office and handed the copy.

"Ever see a letter like that before?" laconically inquired the member of the firm.

"Why yes," said the buyer.

"Well, there's the offer of the 'seconds,'" was the reply.

"I beg your pardon," said the buyer, "that's about so-and-so; nothing about 'seconds' in that letter."

Then it transpired that the letter being two full pages long, closely typewritten and difficult to read, had started out on one subject, shunted to another, branched off to the offer of the "seconds" and wound up with a fourth topic.

The buyer recollected perfectly having received the letter, but being very busy that day, and knowing by sad and long experience that the mill's correspondent was long-winded and verbose had either put the letter aside after

gathering what he thought was the gist of it, or had put it in the waste-basket, and hence he had missed the "seconds" which he wanted badly, and which the mill would much rather have sold him than his competitor.

One of the great manufacturers of to-day, his business topping the \$20,000,000 mark annually, has been known to call several of his highest salaried employees into consultation for two or three hours to formulate the briefest possible advertising message to the public to be printed in the newspapers. Probably the time spent, not counting his own, cost that manufacturer several hundred dollars in salaries. He considered it money well spent. He is a stickler for brevity. Not a word that is unessential to convey the desired idea or impression must be used in any advertisement or letter that bears his imprint. He is a success, a *big* success. There is the answer to the query "is he an extremist?"

THE FATE OF HASTILY PREPARED LETTERS

A man at the head of a big retail store enterprise sat at his desk some time ago receiving his mail as his secretary opened it and laid it before him.

I am on quite intimate terms with him and he had asked me to smoke a cigar for a few moments until he glanced over a few letters and got his secretary started on the day's work.

I noticed that he tossed aside about three out of every four letters or, passed them to his secretary with a word only and he treated them with about as much enthusiastic appreciation as a small boy regards the prospect of corporal punishment.

My curiosity aroused, I said, "What's the matter, were you in that list of millionaire real estate holders the papers published the other day, and are all these attempted 'touches' one of the penalties?"

"Nope," was the short reply.

"Well," said I, "it's fine to have a secretary you can rely upon to handle so many matters with so

From the Watch Tower

TAKING STOCK OF YOURSELF on New Year's Day is like talking things over with your wife. The way you survey past and future is almost identical in both cases. Suppose the two of you are checking up the past together: it is not usually the matters that are pleasantest to contemplate that you dwell on, but the errors, the plans badly laid or badly executed, the ambitions wrongly directed, the children overindulged or narrow-mindedly shackled, the needless misunderstandings, bickerings, recriminations, and heartaches. This is the mood in which you look back, alike when you chat with your better half or converse silently with the better half of yourself. Or suppose it is the future that is at issue. With what high resolve you peer at the horizon line. Now your surmise is all of the good things that may lie ahead: the confidence that you will be brave enough to slough off the littleness and weakness of long standing, the clearness of vision that will enable you to detect reefs in time, the resolve to be broad-minded and tolerant, the determination to resent the sight of injustice or untruth, the anticipated joy of noble deeds planned and accomplished. This is the rosy dream. Not all of it will or possibly can come true. But yours the task—alike in marriage and in all life—so to mold the future that each new year will make it less painful for you to look back upon the past—*Editorial from Collier's, Jan. 1st.*

Buy Your Paper As You Do Your Space

Birmingham & Seaman offer you the same service in buying paper, as your agency does in buying space. We place at your disposal an organization of experienced men whose incomes depend on their ability to help you get the best results in buying paper. They will not try to sell you one brand to the exclusion of another.

We furnish paper for any advertising purpose, yet you deal with only one firm. Our service is nationwide. We have offices in every advertising center. We are the largest organization of our kind in the country, disposing of the entire output of a number of the biggest mills.

Try out our service on your next booklet, catalogue, circular or house-organ. Although we supply many of the largest printers, advertisers, publishers and mail-order houses, no order is too small to receive our painstaking attention. Suggestions, dummies and samples cheerfully and promptly furnished.

BERMINGHAM & SEAMAN COMPANY

*Radium Folding Enamel—Samson Offset
Opacity—Crystal Enamel—Advance Bond
—Elite Enamel—and other leading brands*

Tribune Building, Chicago

St. Louis Minneapolis New York City Milwaukee Buffalo Detroit

little specific instruction. I suppose the obviously unimportant is eliminated before this interesting and rapid-fire process of letter-passing begins?"

Then my friend had his secretary hand me 14 of the letters he had passed up with a glance and gave me permission to read them.

I know the man's business pretty well, and I know his attitude toward many things pertaining to it, and so I handed back three letters with the remark "better read these again." I had blue-penciled the points I wanted him to see.

"By George" he said, "I hadn't noticed that," and he immediately dictated a reply to one, gave instructions to secure quotations in connection with another, while the third he instructed to be noted for reference three days later.

Now if the writers of those three letters had taken pains to bring out the points they wanted to make as effectively as the blue underlining had done their respective objects would have been attained without the accidental assistance of a rank outsider.

ONE POINT AT A TIME

The most successful letter-writer I know, the little champion of them all, the title-holder against all-comers, is a small manufacturer in a Middle Western city who never permits himself the luxury of putting more than one point in a letter.

He claims 19 (I think it is) distinct points of merit for his product. His first letter of appeal cites the one he deems most important. Letter number two gives point two, and so on. His system wins out. Some day he'll be a big manufacturer. He knows his system is a winner and I venture to believe he will never depart from it.

T. P. Seymour Assistant to
Emil M. Scholz

Theodore Palmer Seymour, who has been assistant secretary of the Publishers' Association of New York City, on January 1 becomes assistant to Emil M. Scholz, publisher of the New York *Evening Post*.

Why Advertising Tends to Standardize the Goods

National Advertiser Tells Why Values to the Retailer Are Better Than on Non-Advertised Articles—Extra Care Taken to Turn Out Only Goods That Are Perfect

THE following correspondence is given space in PRINTERS' INK because of the skilful exposition given therein of the benefit accruing from advertising—benefits that are shared by manufacturer, retail merchant and consumer:

ALEXANDER H. MEYER
MERCHANDISE REPORTING CO.
NEW YORK, December 16, 1915.
MESSRS. D. E. SICHER & Co.,
45 West 21st St., N. Y.
City

GENTLEMEN:—

I am gathering information to prove to merchants that they can buy very much better values in merchandise—*not nationally advertised*—than they can obtain by buying articles nationally advertised.

If you make anything which competes with any nationally advertised article, kindly send me a sample with full particulars of the merits of your article, in comparison with those nationally advertised, showing the difference in price.

This information I will collate and not only put before Congress, which might bring your wares prominently before the public, but send same out broadcast to merchants throughout the United States.

Awaiting your kind co-operation, I am,

Sincerely,
ALEXANDER H. MEYER.

December 17, 1915.
MR. ALEXANDER H. MEYER,
17 East 22d Street,
New York, N. Y.

DEAR SIR:

We have your letter of December 16th stating that you are

gathering information to prove to merchants that they can buy much better values in merchandise that is not nationally advertised, than they can obtain by buying articles which are nationally advertised.

We, ourselves, can hardly agree with such a broad statement. Undoubtedly there are many articles that are not nationally advertised which are of better quality than some which are nationally advertised, but we believe that they are in the minority. We do believe that to be nationally advertised an article must have merit or the money spent in advertising it is wasted.

We put a trade-mark on our goods about a year and a half ago, and in a moderate way have made a start as a national advertiser. The owners of this business can tell you that never before have they taken such extra care to see that every little point about all of our merchandise is always made correctly, and that if we had not become an advertiser we would never have placed an extra reinforcement at the armholes of every garment which has an open armhole—a rather expensive manufacturing operation.

We do not place our trade-mark upon our cheap-end garments, like 25-cent Corset Covers and 50-cent Night Gowns. We are obliged, by the demand, to have such garments in our line, but we consider them too cheap to have our trade-mark.

It seems to us that if it were true that non-nationally advertised goods are of better value than those which are nationally advertised, that it would also be true that the retail dry goods store which doesn't advertise is better than the one which does advertise; and that a store which has no windows is better than the one which makes window displays; and that the store which has one clerk is better than the one which has one hundred clerks.

Our knowledge of the retail dry-goods stores leads us to believe that the vast majority are in favor of advertised brands; and

that they especially would not prefer an unknown corset to a known one; an unknown man's collar to a known one, etc.

To refer to other fields, we believe that retail merchants prefer to sell a known line of men's hats to an unknown one, and a known line of food products to an unknown one, and we think that almost anyone would hesitate to buy an unknown automobile.

The principle that lies behind all advertising is involved in your question. We do not believe that it could be proved that a manufacturer or resident buyer who does not make himself known to retailers is better than the unknown manufacturer or resident buyer.

You state in your letter that you would collate and give prominent publicity to our wares before Congress and merchants throughout the country. In other words, you say that you would nationally advertise them. Would this make such wares inferior to those which do not get such publicity?

Very truly yours,

D. E. SICHER & Co.

WAM/EJB

Whitehead a University Instructor

Harold Whitehead, president of the American School of Business, Inc., has been appointed instructor of salesmanship at Boston University. His first course will be given in February. His remarks upon the course in salesmanship will be of interest generally:

"This, of course, will not be a lecture course by any means, but will be all class work and demonstrations of selling by students of their own line of goods. I feel the need in salesmanship instruction of making it practical to the last degree.

"It is an excellent thing to tell a man he must so approach his customers as to secure their favorable attention. But that is all intangible theory unless you turn around and actually demonstrate to the students *how* to approach so as to secure the right kind of attention."

To Manage Albert Frank & Co.'s Chicago Office

Willard N. Record, for nearly ten years Western representative, has been appointed general manager of Albert Frank & Co., of Chicago.

Louis E. Delson has been placed in charge of the "New Business Department" under the title of assistant general manager.

Here's to 1916—and Prosperity

With the largest volume of advertising and circulation ever received for a next year's business, we cannot help feeling that we're not mere theorists when we repeat that 1916 is going to be a mighty prosperous year for business generally.

Perhaps we're biased somewhat, for 1915 was a mighty good year for us—we gained 74,000 lines on Leslie's and 31,000 lines on Judge—and 1916's volume of business is going to be heavily in excess of 1915's.

We're not looking at the business world merely through the spectacles of our own business, however; the reports that come to us from almost every business we are in touch with advertisingly, and from our fifty branch subscription offices from Maine to California, support the prosperity news of the daily press that "business is good—and getting better."

Then, too, it looks as if Congress were at last going to "have a heart" for Business, and really let convalescent Business get back its strength.

Even in the periodical field, Leslie's isn't lonesome any longer in "pulling for" prosperity for every legitimate business, small or large.

Business is going to be good—for those who go after it

LUTHER D. FERNALD, ADVERTISING MANAGER

T. K. MCILROY, EASTERN MANAGER

P. F. BUCKLEY, WESTERN MANAGER

Leslie's Judge

Illustrated Weekly Newspaper

The Happy Medium

Members Audit Bureau of Circulations

Members Quoin Club, The National Periodical Association

Approved by:
Harvey W. Wiley, Director Good
Housekeeping Bureau of Foods,
Sanitation and Health.

Nujol
REG. U.S. PAT.
THE PURE

Approved by:
Harvey W. Wiley, Director Good
Housekeeping Bureau of Foods,
Sanitation and Health

WHY does Nujol emphasize it?
Why are they spending thousands of dollars in magazine and newspaper space to make the approval of the Good Housekeeping Bureau a vital part of one of the greatest advertising campaigns of recent years—a campaign reaching 15,000,000 people through newspapers alone?

The Standard Oil Company of New Jersey is doing it simply because they believe Good Housekeeping's endorsement to be a factor of the utmost value in establishing this new product in the confidence of the intelligent American public. They are doing it because they realize how many hundreds of thousands of people buy or refuse to buy on the *yes* or *no* of this Bureau.

And this company is but the most recent conspicuous example of a number of successful national advertisers who have done the same thing for the same ends.

Does this help you to understand how widespread and how deep Good Housekeeping's influence really is—and how valuable to the advertiser?

Good Housekeeping Magazine

119 West 40th Street, New York City
C. Henry Hathaway, Advertising Manager

*"Constant excellence of product—
the highest type of competition"*

If you are getting out a booklet---

the first thing to do is to choose the very best paper your appropriation will allow. You must find a paper that will justify the pains and expense of careful printing. You must find a paper that will give the proper typographical and artistic effects in just the proper way. You must find a paper that will represent you as convincingly and effectively as the highest type of well-dressed, well-groomed, well-mannered salesman. No matter what your requirements may be—provided only that they are high—you will find the finest special paper for your purpose in the five standardized styles of

Warren's Coated Printing Papers

*Cameo-Dull Coated-Silkote-Dullo Enamel
Lustro-Fine Glossy-Cumberland-Glossy
Printone-Imitation Coated*

We will gladly send you our portfolio of specimen sheets and jobs. Write for it on your business letterhead.



S. D. Warren & Co., 163 Devonshire Street
Boston, Mass.

*Manufacturers of STANDARDS
in Coated and Uncoated Printing Papers*

If you find any difficulty in getting Warren Papers from your printer or Paper Dealer, we shall appreciate your kindness if you will report the case to us in detail

Initials and Monograms as Trade-marks

Recent Interesting Cases that Show What Is and What Is Not Possible

ONE more decision has lately come from the hopper at the United States Patent Office to afford proof of the exceptional care which must needs be exercised in the selection of trade-marks made up of initial letters or monograms. Readers of *PRINTERS' INK* are familiar with the flood of initial trade-marks that have appeared in the underwear field following the success of "B.V.D.," and something of the same conflict of interest that has been productive of so many lawsuits in the underwear trade and kindred lines has lately developed with respect to the trade-marking of cleaning compounds.

Issue was raised at the Patent Office when an attempt was made to register the monogram "J.T.R." as a trade-mark for a cleaning composition, whereas the initials "J.T." had already been registered as a mark for the same class of goods and this latter means of identification has a recognized place in the trade. Perhaps the greatest significance of the decision which was forthcoming when this case was carried on appeal to the United States Commissioner of Patents lies in the manifestation that the Patent Office tribunals are disposed to consider monograms and initials as intimately related. In other words, it is made clear by this decision that if a combination of initials selected for use as a trade-mark is accounted too much like separate initials already registered it will be futile for the proposer of the ineligible initials to hope to get around the prohibition by presenting them in the form of a monogram.

In passing judgment that "J.T.R." is "too near" the accepted mark "J.T." to allow registration, the reviewing authority cited various previous rejections in order to show the drift of Patent Office practice. It was recalled that "G & F" had been accounted an

infringement of "G.F."; that "C.B." and "C.B.D." were regarded as too similar; that "J.B.D." had been held an infringement of "G.B.D."; that "B.A.S." was accounted an encroachment of "B.S.A.," and that "A.I." was rejected as too similar to "A.A."

Whereas initials or a monogram that do not encroach upon established rights are almost invariably registrable in simple form, the advertiser must be wary how he combines initials with other features or embellishments for trade-mark purposes. On one occasion the American Sugar Refining Company was refused registration for a mark consisting of the initials "H & E" superimposed upon a map of the United States, with the boundaries of the several States duly defined. The basis of refusal was that the mark in this form was geographical. Only recently, as was duly chronicled in *PRINTERS' INK* at the time, a United States Circuit Court upheld the registration of the trade-mark "C. & C. or Black Capsules," but that trade-mark had been registered under the ten-year clause of the trade-mark law, and if the mark in question was one newly created instead of having been in use for ten years prior to 1905, it is a safe guess that, whereas the initials might pass muster, the remainder of the mark would be rejected as descriptive.

MISSPELLED WORDS FROWNED UPON

Ingenious advertisers have endeavored now and then—with scant success, it must be admitted—to make use of single letters or initials in order to secure the registration of trade-marks that otherwise would be clearly unacceptable. A case in point was that of the American Optical Company, which endeavored to gain acceptance for "Fits-U" as a trade-mark for eye-glasses and spectacle frames. The application was rejected on the ground that the prof-

ferred mark was a mere misspelling of the descriptive words "fits you." Then there was the case of Callahan & Sons, in which an attempt was made to register for use on Columbia Crushed Feed a mark consisting of a huge letter "C," used as the initial letter of "Callahan," "Columbia" and "Crushed." It was held that all three of these words being unregistrable for one reason or another, the letter "C" conspicuously displayed could not be employed to lift the ban.

A unique idea was that of the Crescent Typewriter Supply Company, which was ambitious to gain sanction for the use as a trade-mark of what was fundamentally the word "Orient" inclosed in a wreath. However, the makers of carbon paper and ink ribbons, supposedly suspecting that "Orient" would be rejected as geographical, sought to dodge the issue by printing the letters E and I as a monogram. It was a case, though, of love's labor lost, for the Court of Appeals at Washington decided against the Crescent company. The Gorham Manufacturing Company lost its case in the same court when it sought to compel the registration of a mark in which the initial "G" had a conspicuous place. The refusal here was due to the fact that the hexagonal figure, representation of a lion, shield and anchor, which were presented in conjunction with the initial "G," was held to comprise insignia of Great Britain.

"U.S." as a trade-mark has appealed to the imagination of numerous advertisers, but the use of these letters has never been granted to anyone. A rather notable case involving an attempt to secure the acceptance of "U.S." was that of the U. S. Sanitary Manufacturing Company, which had, of course, special reason for desiring such a trade-mark. However, it was held that the letters "U.S." by reason of their common usage by the Government upon army and navy accoutrements and upon other articles of merchandise—particularly when placed upon a simulation of the United States shield, as proposed by the Sanitary Manufacturing Company—must be regard-

ed as public insignia which is prohibited from trade-mark use. Furthermore, objection was raised that the use of such a mark would tend to induce the public to believe that the goods bearing it were made by or had the official approval of the United States Government.

WHEN FIGURES MAY BE USED

Initials or letters when employed to indicate the model, size, quality or pattern of a given class of articles may not be registered as trade-marks. This principle was laid down long ago in the case of Candee, Swan & Company vs. Deere & Company, plow manufacturers, and it has been reaffirmed repeatedly. The same thing is true of numbers. At least that was the mandate handed to the Humphrey's Homeopathic Medicine Company with respect to its use of numerals to identify specific remedies for various ailments. On the other hand, in the case of Gillett vs. Esterbrook, the numerals "303" were held to be a valid trade-mark for pens, and in the case of American Solid Leather Button Company vs. Anthony, Cowell & Company the court ruled that an arbitrary combination of figures, if used for the purpose of indicating origin as well as style or quality, constitutes a valid trade-mark. In the latter case the judge went on to say that under such circumstances it was always a question of how the figures had been used.

Evidently many manufacturers feel that it would be an advantage if they could register as trade-marks the initials, letters (or as has been explained, the figures), which they use in their catalogues or elsewhere to denote class, quality or model. The fine point involved, under such circumstances, is whether the Patent Office and the courts can be induced to take the view that such initials or letters indicate origin or ownership, rather than mere style or trade classification. Thus, in the case of Stevens Linen Works vs. William & John Don & Company, the complainant was represented to have adopted certain letters to designate the grade and quality of its goods,

at the same time having a general trade-mark which it applied to all the goods. It was held that such letters did not indicate origin or ownership and could not be made the subject of a trade-mark.

A controversy in which the Amoskeag Manufacturing Company figured revolved around the same point. Here the complainant manufactured ticking and marked its product with a label, consisting of a device in the center of which was placed the letter "A," "B," "C" or "D," according to the quality of the goods. Subsequently it began to manufacture a better grade of ticking than had previously been turned out, and on this was used the same style label with the letters "A.C.A." The court, finding the facts as above given, arrived at the conclusion that the initials or letters merely indicated grade or quality and held that the manufacturer could not get an injunction against a rival who used the same initials in connection with a different label of his own creation. So, too, in a dispute between the Lawrence Manufacturing Company and the Tennessee Manufacturing Company the courts held that the use on sheetings of the letters "L.L." merely indicated grade or quality, rather than performed a bona fide trade-mark function.

Priority of adoption and use usually determines who has the right to use initials for the trade-mark rights to which there are several claimants. In a clash between Charles Jacquin et Cie, Inc., and Gourd, over a trade-mark embodying the initials "D.O.M.," it was brought out rather strikingly that in a mark involving the use of initials the question is likely to arise whether or not the initials are the essential feature of the trade-mark. And just here it may be emphasized that the essential feature of a trade-mark is not that which the owner would fain have considered the essential, but rather that which the general public would be most likely to regard in this light. On this score, too, there might be instanced the case of the Columbia Incandescent Lamp Company, which put forth a trade-mark consisting of the

word "Columbia," etc., but with the word subordinated to a huge "C." However, it was held that nevertheless "Columbia" constituted the essential feature of that mark.

Too much latitude in the use of the initials "V.O.S." was responsible, in the case of J. W. Epperson & Company vs. Bluthenthal, for a failure to gain redress for alleged trade-mark infringement. The letters "V.O.S." were used in connection with the words "Rye Whiskey" on labels and in conjunction with the words "Fine Old Whiskey" blown into the bottles. It was testified at the trial that the initials "V.O.S." were understood in the trade to signify "Very Old Stock," and when it was likewise shown that the article sold under these initials was a blend of no age and of inferior quality, the court ruled that the misrepresentation was sufficient to prevent the giving of any satisfaction for trade-mark infringement.

ATTITUDE OF CUSTOMER THE TEST

The mental attitude of the customer in front of the counter is what the Patent Office authorities desire to approximate in passing judgment upon initials or monograms that come close to one another. Thus it was decided that an "interference" exists between the marks "F.F.F." and "F.F.F.G." because there is not enough difference between the two marks to prevent the ordinary buyer being deceived. The Smith & Hemenway Company was informed at the Patent Office some time since that a mark comprising the representation of an anchor surmounted by a crown with the initials "S." and "H." near the opposite sides of the shank of the anchor was "anticipated" by a mark comprising a representation of an anchor with an arrow and a star superimposed upon the shank of the anchor. But in a dispute between the W. Bingham Company and G. W. Bradley's Sons the Patent Office ruled that a trade-mark comprising the initials "X.L.C.R." pierced by an arrow does not so nearly resemble a trade-mark that comprises the letter "B" pierced by an arrow as to confuse the public mind.

In the case of M. M. H. Mueller Manufacturing Company vs. A. Y. McDonald & Morrison Manufacturing Company a United States Circuit Court ruled that a trademark for plumbers' supplies, consisting of a shield-shaped space bearing the letters "H.M." with a figure of a diamond between the letters, is not infringed by a mark consisting of a diamond-shaped space bearing the initial letters of the principal parts of a firm's corporate name. In the case of the Lester H. Greene Company vs. Scott & Bowne the Patent Office held that the owner of a trademark, consisting of the letters "P.P.P." in a triangle and the words "Scott's Emulsion," could prevent the registration by another firm of a mark consisting of the letters "P.P.P." in a triangle. Underwood Typewriter Company has been able to protect its trademarked monogram, "U.T.," against a monogram of the letters "T.U.S.Co.," offered by Universal Stenotype Company.

The B.V.D. Company is still fighting a decision that "P.C.G." is not dangerously similar to "B.V.D." A cigar manufacturer failed to show that his business in the sale of the "B & M" brand was injured by a new line of goods put out under the mark "P & M"—formed from the initials of the makers. The outcome of a debate between the M & S Cocoa & Chocolate Company and the Premium Chocolate Company was that the initials "B.N.&S." applied to chocolate infringes "M & S." A mark "XX" has been declared deceptively similar to a mark consisting of the letter "X" with a star in the center, but the monogram "J.B.&S." in a circle has been held not to be too similar to "J.P.S." in a circle. In not a few instances the initials of members of a firm have been utilized to form a coined word, as, for example, "Kalem," the trademark of a well-known brand of motion pictures.

Philip Dodd, formerly director of publicity of the National Lamp Works and for the last two years with the M. P. Gould Company, joined the J. Walter Thompson Company on December 13.

Seasonable Copy for Good Will Purposes

Seizing the moment to get in some good-will advertising, Borden's caused to be inserted in the daily press an advertisement headed "The Weather vs. The Milk Supply." It was said at the time in the newspapers that the milk supply had suffered no such interruption as this since the blizzard of '88.

The ad read in part:

"The delay of the milk train made it impossible to deliver your milk with any degree of regularity, but if you realize what it meant for the farmer to get his product to the country bottling plant, the railroad man to move the train and the milkman to deliver the bottle of milk at your home, we feel sure that you will be willing to overlook the inconvenience and many hardships which you have been asked to endure."

The ad went on to explain that during the season of stress the company used all its fluid milk available to supply its bottle trade milk that ordinarily would have gone into the manufacture of their condensed milk.

The situation was frankly explained, the obvious viewpoint being that the public was fair and if given the facts would bring in no unjust verdict.

Hartman Furniture and M. O. Business Incorporates

A \$12,000,000 corporation has been formed to take over the business of the Hartman Furniture & Carpet Company, of Chicago, and its affiliated stores in five Western cities, the Hartman mail-order business and the Universal Phonograph Company.

The business was founded in Chicago in 1888 for the purpose of selling household goods on credit. The mail-order department was established in 1907.

F. A. Leland with "Photoplay"

Frederick A. Leland, formerly secretary of the McBride, Nast Company and advertising manager of *House and Garden* and *Travel*, has been appointed to the staff of *Photoplay Magazine*. He will be associated with Ernest R. Strempel in the management of the magazine's Eastern office.

Manufacturer Samples at Church Suppers

The J. L. Kraft & Bros. Company, manufacturer of Elkhorn Cheese, is getting distribution on Elkhorn Tasty Cheese by distributing small samples, put up in attractive tin-foil packages, at church suppers to be served with the dessert.

Crisp with Van Hoesen

Richard Crisp, formerly advertising manager of the Bishop-Babcock-Becker Company, of Cleveland, and more recently with the Krohmer Company, Chicago, has joined the staff of the H. M. Van Hoesen Company, Chicago.

Mitchell

MITCHELL-LEWIS MOTOR CO.

CABLE ADDRESS:
"MITCHELL"
IN REPLY,
PLEASE WRITE.

MANUFACTURERS
OF
AUTOMOBILES

RACINE, WIS. U.S.A. Dec. 21, 1918.

Charles Scribner's Sons,
New York, N. Y.

Gentlemen:

I have read with a great deal of interest the booklet mailed to me recently entitled "Question of American Prosperity".

This is the most concise summary of the financial situation at the present time as I have seen. It is such a statement that I would like to have all of our organization throughout the United States read it with the idea in mind of circulating this booklet to about 300.

I would like to have you send them to me immediately by express together with invoice as I think they are well worth whatever they may cost to us to have the facts, as pointed out in this little booklet, in the hands of our whole organization.

Hope to hear from you by return mail.

Yours very truly,

MITCHELL-LEWIS MOTOR CO.

General Sales Manager.

CCF:HR

If editorial worth *plus* cold facts were the standard by which advertising media were measured Scribner's would be making sales and building prestige for you.

THE AYER & SON ADVERTISEMENT
(Continued)

waters of the seven seas. Camden's licorice-sticks make glad the hearts and sticky the fingers of slews and slews of kids. Camden talking-machines are heard farther than that famous shot fired by Lexington's embattled farmers. Advertising has spread the fame of Victor Talking Machines and Campbell's Soups, perhaps beyond the wildest dreams of those who founded these concerns. A more recent recruit to the list of concerns that are helping to make their products and Camden famous is our valued client, The Fiberlic Company, whose improved wallboard has marked an epoch in building construction.

Things are humming in Jersey. The buzz of the omnipresent, carnivorous mosquito is heard throughout the lowland portion of the State, while up Paterson way the whirring of the looms in the world's largest silk mills is a most welcome sound, for the hum of industry betokens prosperity. But in some ways the pesky skeeter can give Mr. Jersey Manufacturer a pointer or two. He never overlooks an opportunity. Consider the tremendous quantity of Jersey-made goods that are sold to the metropolitan jobbing houses and department stores — unbranded. What a reputation — what a demand might be built up — what virtual insurance of a stable demand for his products the manufacturer might enjoy were these goods trade-marked.

In the main, New Jersey is alive to the advantages of sound, consistent advertising and the possibilities thereof. In consideration of her comparatively small area she boasts a large and growing total of national advertisers. Nevertheless, there is room for more — and need. New Jersey does not have to go outside her own borders to find examples of successful enterprises that owe their great growth to the double team of sound business brains and advertising. The picture of the

Rock of Gibraltar suggests the Prudential Insurance Company just as much as it does the English fortress. Who is not acquainted with the Franco-American Boy as he is pictured sampling one of his soups? "Dri-Foot," Colgate, Mennen, are names familiar to the general public. Empire Cream Separators and Iron Age Agricultural Implements are just as well known to the farmer.

Trenton boasts the largest pottery industry in the United States, and the tremendous Roebling wire plant. Among the progressive concerns in Jersey's capital city is our client, the Empire Rubber and Tire Company, whose excellent red rubber tires are making just as much of a wide impression on the general public as they are making on the highways and byways of our land.

Close to Trenton is Lambertville, and in this town is the home of the Lambertville Rubber Company, with which concern we have the pleasure of co-operating in the handling of the advertising of their Snag-Proof Boots.

One of our most widely known New Jersey clients is the Joseph Dixon Crucible Company, whose lead pencils are daily used by millions, whose graphite lubricants are constantly used and highly endorsed by practically all the noted drivers in the great automobile speed classics. The manufacture of these and other products has built up one of the largest industries of Jersey City — a great industrial center.

Another progressive Jersey concern numbered among those who have joined forces with Advertising Headquarters is H. B. Wiggin's Sons Company, of Bloomfield, whose high-grade interior finishing materials have added to thousands of homes an artistic and beautiful touch.

What is sauce for the goose is sauce for the gander. What many Jersey concerns have done, others can do. And, speaking of sauce — cranberry sauce, indispensable to the turkey dinner as is water to

(The Ayer & Son advertisement is continued on page 43)

THE AYER & SON ADVERTISEMENT
(Concluded)

the duck, is made from one of the products of the Jersey bogs. Jersey produces over half of Uncle Sam's cranberry crop annually. The cranberry growers of New Jersey have formed an association to advertise their product and insure its being marketed with the minimum of waste and loss caused by former unorganized efforts to dispose of it.

Back in the days before the State was divvied up between Lords Carteret and Berkeley, things hummed in Jersey. There were so many nationalities, so many factions laying claim to the land that the settlers used to wake up every morning wondering just who was boss around there. And with so many claimants, the bullets were humming pretty regularly. The Swedes were on the Delaware, and on the Hudson it was the Dutch. Thus Jersey was between two fires.

Now the hum of industry has supplanted that of the bullet. The people are engaged in more peaceful pursuits. Jersey's manufacturers employ half a million people and her oil-refining and fisheries industries add materially to her prosperity. Jersey has done big things and at present is doing them. Her future is roseate. When the projected ship canal from the Delaware River to the Atlantic shall become a reality, her prosperity should know no bounds.

Now Advertising Headquarters is just across the river from Jersey, whether it be the Delaware or Hudson, instead of the Swedish and Dutch traders. Our mission is constructive. We may well state, with pardonable pride, that we are laboring not in vain in behalf of twenty schools in New Jersey and other clients as enumerated. We can be of similar assistance to others in Jersey. The Macedonian appeal will find us ready to come over and help.

N. W. AYER & SON
Philadelphia

New York Boston Chicago

America's Opportunity is now knocking at her door

Readers of History will appreciate this at once by recalling how the enormous over seas trade of England was built up by her great Merchants when other nations were "otherwise engaged."

You can't capture a market like

Great Britain

in a few months, but you can test it by using

London Opinion

The paper that goes into the middle class homes and stops there.

Your message is favourably considered by these people, for our guarantee ensures that.

Further information is yours for the asking.

J. H. Hart

Advertisement Manager

LONDON OPINION

15 York Bldgs., Adelphi, London, Eng

Dealer Defends Manufacturer Selling Mail-Order Houses

Members of the farm implement trade have come frankly into the open of late with an admission that old-fashioned methods of merchandising on the part of both manufacturers and dealers, involving long credits and similar factors, have given mail-order houses a price advantage which it has been contended heretofore represents difference in the quality of the goods.

In a letter to a trade journal, explaining why it handles goods which are also sold through mail-order concerns, the Butterfield-Elder Implement Company, of Moscow, Idaho, implement retailers and jobbers, said:

"These manufacturers are our friends, and we do not care whether they sell the mail-order houses or not. The mail-order house has come to stay, and the quicker the old-line manufacturer wakes up to the fact the better for him and the retailer.

"We don't like the overhead expense that the old-line manufacturer has in his system of doing business. He consigns machinery to poor implement dealers, which the good dealer has to pay for in the long run; and the same with the host of special salesmen and travelers.

"When the old-line factories get through consigning goods and starting up irresponsible dealers in business, without capital or experience, who make much harder competition than any mail-order house, we will be willing to give them credit for their much-heralded loyalty to the home dealer."

The editorial comment which appeared in the paper in connection with the letter was as follows:

"It is acknowledged by good thinking retailers that there is a spread between the price of goods handled by mail-order houses and those sold generally through implement dealers. This spread must be reduced, in the opinion of live dealers, or a great deal of trade will continue to go to mail-order houses instead of remaining at home, as it would if prices were equalized."

Victor Vacuum Cleaner to Be Advertised

Clarke Helme Loomis, who has been appointed general manager of sales and advertising by the Victor Vacuum Cleaner Company, of Cleveland, has arranged for an advertising campaign in 1916 in periodicals and newspapers that will probably amount to between \$65,000 and \$85,000.

Cummins Leaves New York "Tribune" for Film

Samuel Cummins has resigned from the advertising department of the New York *Tribune* to take charge of German war films upon which he has secured American rights. In the past he has been connected with the *Evening Mail*, *Morning Telegraph*, *Press*, of New York.

Coupon to Dealers Counts Toward Premiums

The Fitz Chemical Company, Phillipsburg, New Jersey, manufacturers of Dr.-Foot, a waterproofing for shoes which is being advertised in magazines, places in each package a dealer's coupon which is taken out by the dealer when the package is sold. On the back of the coupon the following message is delivered to dealer and clerks: "This premium certificate is issued as an appreciation of the co-operation of our dealers' salespeople who push our products.

"It is not redeemable and should not be removed until the package with which it is put up is actually sold to the consumer.

"Push our products. Save these coupons. And send for our free Premium Catalogue and Premium Order Blank."

Caption Attracts Ford Owners

The Peaslee-Gaulbert Company, of Louisville, Ky., is using a line of newspaper advertising to promote its \$3 automobile painting outfit, which is featured for use especially by Ford owners, and for home painting, of course. The caption is, "Here's a New One on the Ford," while another interesting feature of the display is the use of a black-face figure three, forming the background for the words, "Days," "Cans," and "Dollars," which are outlined against the figure. The company is distributing the product through dealers, and also supplies consumers direct.

Dealers' Good Will for Unbranded Line

The Juergens & Anderson Company, of Chicago, diamond dealer, is developing trade good will by furnishing customers and other members of the jewelry trade sepia reproductions of pictures of moving-picture actresses for window display purposes. As the house sells no named line, the pictures carry no advertising, but are displayed merely for their attention-getting qualities.

Navy Publicity Bureau to Stay in Indianapolis

Indianapolis business men have raised such violent objections to the Navy Department's intention of removing its publicity bureau to the Great Lakes Training School near Chicago that it has been decided to leave it where it is for the time being. It is contended that the maintenance of the bureau in Indianapolis means \$100,000 annually to that city.

A New Citrus Advertiser

The H. C. Schrader Company, Jacksonville, Fla., has started an extensive campaign in Chicago on "Balls of Juice" oranges and grape fruit, which are wrapped in tissue and packed in a handy-to-handle family box containing a half bushel—50 to 70 oranges and 18 to 30 grape fruit. A booklet of recipes is mailed free on request.

How the Law Against "Tying Contracts" Affects Business Men

One of the Commonest Forms of Business Transactions Outlawed Under the Clayton Act

By Gilbert H. Montague

of the New York Bar

VII

IF there is one point at which the average business man becomes certain that the anti-trust laws do not apply to *him*, it is when we begin to discuss the subject of "tying contracts." It is the common view that a "tying contract" is the ingenious invention of certain super-subtle malefactors of great wealth and immense power, and that Section 3 of the Clayton Act was written for the direct purpose of getting at them. That purpose is one which the ordinary small business man is willing enough to applaud, and he generally gives no further thought to the subject of "tying contracts," for, as he says, "we don't use them in *our* business."

Now the probabilities are that that same business man who so lightly brushes aside Section 3 of the Clayton Act, will put on his hat forthwith and proceed direct to the office of his best and largest customer. After the usual amount of jockeying over prices, terms and delivery dates, an order is signed in duplicate, and Mr. Business Man emerges with his copy safely buttoned up in his pocket. Tying contract? Not a bit of it! Merely an order from the customer for a year's supply of a certain material or equipment at a certain price. Mr. Business Man agrees to furnish all the material his customer will need for a year, with a certain minimum quantity guaranteed. It is done every day; railroad companies buy that way, so do industrial corporations, institutions, municipalities, even Uncle Sam's Government itself.

True—but let us examine Section 3 of the Clayton Act when it is boiled down to its lowest

terms. "It shall be unlawful," we find, "to lease or make a sale or contract of sale, for goods, patented or unpatented, for use, consumption or resale, or fix a price, or discount on or rebate from such price, on condition that the lessee or purchaser shall not use or deal in the goods of a competitor of the lessor or seller, *where the effect may be to substantially lessen competition or tend to create a monopoly in any line of commerce.*" Now if Mr. Business Man's contract of sale, which prevents his customer from dealing with a competitor for a whole year, does not "substantially lessen competition" or "tend to create a monopoly" it is all right. But as I have remarked before in this series of articles, nobody on earth knows exactly what those phrases really mean. One thing is quite certain, however. Our hypothetical business man has made a "tying contract" squarely within the meaning of the Clayton Act. As a matter of fact, the vast majority of business men do make "tying contracts" of one kind or another, and the only thing that stands between them and the condemnation of the law is the possibility that the courts will put a liberal construction upon the phrase "to substantially lessen competition."

MANY OTHER CONTRACTS IN THE SAME CATEGORY

Nor are those contracts for a year's supply the only kind of "tying contracts" which business men are in the habit of making. There are in addition exclusive-dealer contracts, contracts for repair and spare parts, contracts for premiums and trading-stamps, contracts for dealers' helps, and

Copyright, 1915, by Printers' Ink Publishing Co.

a whole galaxy of contracts for the sale of one line of goods at a certain price provided other goods are also purchased. Many manufacturers sell a piece of machinery or other equipment at a nominal price, upon condition that the supplies or material used with the primary purchase shall be purchased exclusively from them. That was the situation in the famous mimeograph case (*Henry vs. Dick Co.*, 224 U. S. 1), which was decided by the Supreme Court before the Clayton Act was passed. In that case it was declared to be lawful for a manufacturer to sell a patented machine on condition that the purchaser of the machine should buy supplies exclusively from him. Some believe, however, that the passage of the Clayton Act has gone a long way towards overruling the Dick decision.

Cases under the Clayton Act are not very plentiful up to date, but such as have been decided are not reassuring so far as they involve "tying contracts." One extremely suggestive case was brought in the United States District Court for the Western District of Michigan, and involved the use of a patented button-fastening machine (*Elliott Machine Co. vs. Center*, not yet reported). The points involved are sufficiently clear from the following words of the court, in overruling a motion to dismiss the action.

"According to the allegations of the bill of complaint," said the Court, "plaintiff is the owner of three patents for improvements in button-setting machines and attachments thereto. It is, and for several years has been, manufacturing and leasing or licensing shoe-button-attaching machines constructed under its patents, and, in so doing, is and has been engaged in interstate commerce throughout the United States. Prior to the enactment of the Clayton Anti-Trust Act, so-called, in October, 1914, plaintiff's machines were loaned or leased to users, including the defendant, on the condition that only its wire should be used in their operation. Attached to each machine so

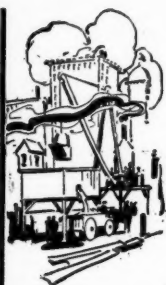
loaned or leased was a metal plate bearing the following inscription:

"This machine is the property of the Elliott Machine Company and is loaned to and accepted by the user to use wire furnished under the company's trade-mark only."

"No other agreement than that stated upon the plate was made with defendant or other users. Plaintiff's wire, the use of which was thus required, was put up in coils. Each coil contained a sufficient amount of wire for one thousand operations of the machine, which was so constructed as to lock automatically upon the completion of each one thousand operations. For that reason, a key with which to unlock the machine was attached to each coil of wire. The wire and key were furnished by plaintiff to its customers for about 85 cents per coil, which included both the price of the wire and the royalty for the use of the patented machine to fasten one thousand buttons.

"Since October, 1914, plaintiff, believing that the further continuance and performance of its former contracts would be a violation of Section 3 of the Clayton Act, has notified the users of its machine, including defendant, that they will no longer be required to purchase or use its wire, and that a royalty of 75 cents must be paid for the use of each machine to make one thousand operations or to fasten one thousand shoe buttons. Plaintiff has continued to manufacture wire, but sells the same, without the key, for ten cents per coil, which is a fair price for the wire alone without any royalty for the use of the machine.

"Defendant has purchased wire from plaintiff's agents at ten cents per coil and has continued to use the patented machine, but has refused to pay the royalty demanded. This suit is brought to restrain further alleged infringement of plaintiff's patents and for the usual accounting. Defendant's motion to dismiss is founded primarily upon the claim that Sec-



Two New Subways in Philadelphia

—and both started at the same time. Philadelphia is building again—new factories, new stores, new offices, new homes, new apartments.

Prosperity rules in Philadelphia. Mills are running full time, industrial stocks have nearly doubled their value. Philadelphia is making money and spending it.

Philadelphia's buying power is stronger than ever. Especially enjoying the surge of prosperity are the thousands of owners and executives—men with better-than-average incomes; whose families are greater-than-average buyers.

Almost without exception these families read the Ledgers. For the Ledgers are the only papers that—advertisingly and editorially—give them the news they seek in exactly the style they want.

160,000 families of better-than-average income is the best field for most advertisers. It is the exact field of the Ledgers. The combination rate for the two Ledgers is 25c per line.

**PUBLIC LEDGER
EVENING LEDGER**

INDEPENDENCE SQUARE
PHILADELPHIA



To National Advertisers:

*Draw a line, due east and west,
through Beacon and Newburgh.
Give all of New York State, south
of that line to the New York City
newspapers—that's their advertis-
ing field.*

QUESTION:—"How can you
cover the balance of New York
State, in the cheapest and best
way?"

ANSWER:—You can blanket
New York State, outside of New
York City and its suburbs

DAILY With
*The Knickerbocker Press
The Syracuse Post-Standard
The Rochester Democrat-Chronicle
The Buffalo Courier*

SUNDAY With
*The Knickerbocker Press
The Syracuse Herald
The Rochester Democrat-Chronicle
The Buffalo Courier*

ADVICE:
*Think it over and investigate.
With best wishes for the Year
1916,*

Sincerely Yours,

Lynn J. Arnold

Pres. The Knickerbocker Press

*Dated Albany, N. Y.,
Dec. 25th, 1915*

tion 3 of the Clayton Act is not retroactive and cannot affect contracts, like the one here involved, made and entered into before its enactment.

"The statute does not in terms except from its operation any agreement or contracts, past, present or future, and, in the absence of such exception, it is to be presumed that Congress intended to prohibit not only the making of future contracts, but also the further performance of past contracts of the kind specified."

Now it is evident from the foregoing that the court considered the earlier form of contract a violation of the Clayton Act—in other words, the court believed that it did "substantially lessen competition" and "tend to create a monopoly." It restrained competitors from selling any wire to the users of this particular type of machine—not such a terribly serious restraint it would seem, yet serious enough to be held in violation of the Clayton Act. And if it substantially lessens competition to make a contract for the exclusive supply of wire to a particular button-fastening machine, what shall be said of an agreement to supply a railroad with all the brake-shoes that are needed for a year, or an exclusive contract to manufacture letter-boxes for Uncle Sam's Post Office? What about the automobile manufacturer who agrees to make a certain kind of carburetor "standard equipment" for the coming year, and thereby shuts out competing carburetor manufacturers? What about the incandescent lamp manufacturer who contracts to furnish all the lamps needed by a factory, or an apartment house, or a school building? If those contracts "substantially lessen competition" they are illegal, and there's an end of it.

As a matter of fact, the Clayton Act does not stand altogether by itself so far as this particular prohibition is concerned. A number of States have laws which contain similar provisions, and these laws have been construed in the courts at one time or another. Many people suppose that

the courts will construe the Clayton Act in harmony with these decisions of the State courts, and it is worth while to indicate briefly just how drastic those decisions have been. For example, here is a case decided under the Massachusetts law (Commonwealth, vs. Strauss, 188 Mass. 229, 74 N. E. 308), in which the Court said:

"The defendant was a salesman employed by the Continental Tobacco Company to solicit orders from purchasers, and forward them to the office of his employer, in New York City, to be filled. The evidence tended to show that he sold tobacco to the persons mentioned in the indictment as purchasers, at list prices, agreeing to give them a trade discount of two per cent, and, if the bill was paid within 10 days, a further cash discount of two per cent, and, if they handled the plug tobaccos of the Continental Tobacco Company exclusively (that is, handled and dealt in no plug tobacco made by any manufacturer other than the Continental Tobacco Company), to give them at the expiration of a stated period a further amount, equal to six per cent of the amount of their purchases during such period. The defendant introduced no evidence. Various requests for instructions to the jury were made by the defendant, which we need not consider in detail. The presiding justice refused these requests, and, subject to the defendant's exception, instructed the jury as follows: 'Upon all the evidence, if you are satisfied that the defendant, acting for the Continental Tobacco Company, offered for sale to the person or concern named in either count of the indictment the plug tobacco made by the Continental Tobacco Company upon more favorable terms if such person or concern should not sell or deal in the plug tobacco of any other person, firm, corporation, or association of persons, it will be your duty to find the defendant guilty under any such count.'" The Supreme Court held that this was too broad, and reversed the conviction.

But, in the Texas case of Jersey Creme Company vs. McDonald Bros. Bottling Company (152 S. W., 1187), the defendant agreed to give the plaintiff the exclusive right to bottle Jersey Creme, a drink, in a certain part of the country, and the plaintiff agreed to use the defendant's copyrighted labels and bottles and to buy syrup from the defendant for making the drink. The court held this contract to be unenforceable because in violation of the anti-trust statute of 1903.

Other cases in the State courts could be cited to show that the construction of some of these laws leaves very little margin to the maker of a "tying contract." How closely the Federal Courts in interpreting the Clayton Act will follow the lead of the State courts in interpreting the State statutes is, of course, problematical, but very cautious lawyers have already begun to advise that it is not safe to rely too confidently upon the saving grace of the clause "to substantially lessen competition."

Now it is hardly consistent that the Government should institute proceedings against any manufacturer solely because he is in the habit of making "tying contracts" with his customers. As I have pointed out, the Government is itself a party to such contracts in connection with almost everything it buys for its own use. "Tying contracts" may, however, represent very important bits of evidence when taken in connection with other acts in an anti trust prosecution. Furthermore, the passage of the Clayton Act has multiplied the possibilities of getting into trouble through actions brought by individuals who may consider that they have been injured.

HOW THE LAW MAY BE PRACTICALLY APPLIED

There are, in fact, five ways by which the Clayton Act may be invoked against business men. First, the Government may start an action through the Department of Justice. The probability of that is not entirely remote, even when there is only a question of "tying

contracts" involved. The Government is now prosecuting the United Shoe Machinery Corporation on a charge based largely upon a system of leases which are alleged to be in violation of Section 3 of the Clayton Act, and "tying contracts" have figured prominently in a number of consent decrees which the Government has obtained. For example, we find in the decree against the American Coal Products Company the following:

"(g) That said defendants and each of them are forever enjoined and prohibited from making or enforcing any contract whereby a purchaser of one line of material, such as tarred felt, shall be compelled to purchase from defendants or any allied interest any proportion of other material."

Second, a system of "tying contracts" may be made the basis of an action by the Federal Trade Commission. That also is hardly remote. Third, an individual who shall deem himself injured by such contracts may sue for three-fold damages. Now we are getting closer home. Fourth, the same individual may sue for an injunction, to prevent the carrying out of the contract. Fifth, the Clayton Act may be invoked as a *defense* against actions brought to force the completion of a contract, the payment of debts, etc. The possibilities contained in the last three methods of approach have not been thoroughly appreciated by business men.

Let us assume that I am a dealer in office equipment, and have the exclusive agency for a certain line of filing cabinets. I have an understanding with the manufacturer that I am not to handle competing cabinets, in return for which I have the exclusive sale of his cabinets for my territory. In the course of time I become careless in my business methods, and am slow about making remittances for my purchases. In short, I fail to live up to my end of the agreement, and the manufacturer takes his line away from me. One of my competitors is now the manufacturer's exclusive dealer, and

(Continued on page 55)

WOODWARD



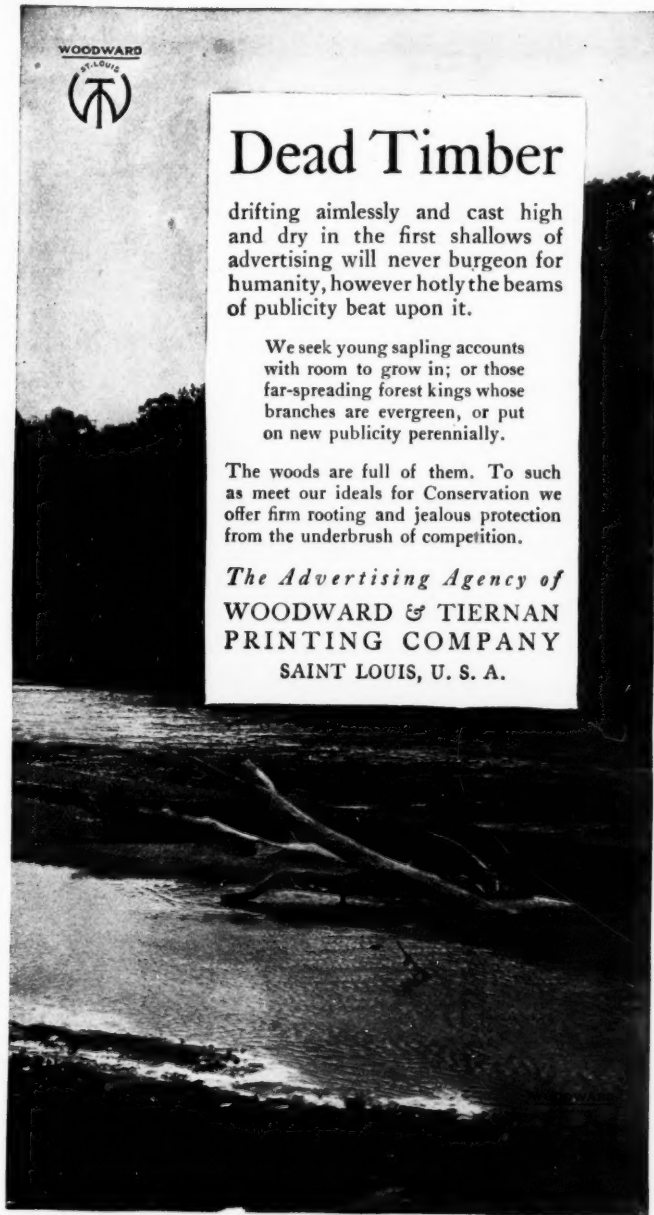
Dead Timber

drifting aimlessly and cast high and dry in the first shallows of advertising will never burgeon for humanity, however hotly the beams of publicity beat upon it.

We seek young sapling accounts with room to grow in; or those far-spreading forest kings whose branches are evergreen, or put on new publicity perennially.

The woods are full of them. To such as meet our ideals for Conservation we offer firm rooting and jealous protection from the underbrush of competition.

The Advertising Agency of
WOODWARD & TIERNAN
PRINTING COMPANY
SAINT LOUIS, U. S. A.



Somewhere on

Poster Advertising as

OFFICIAL SENT

IVAN B. NORDHEM CO.....	Marbridge Building, New York	GEOR
A. M. BRIGGS CO.....	Peoples Gas Building, Chicago	C. R.
AMERICAN POSTER CO., Inc.....	110 W. 40th St., New York	POST
THE A. DE MONTLUZIN ADVERTISERS.....		1132

on our Sales Map

there is a state or a district which has always been your thorn in the flesh. Use that field for a thorough Sales and Poster Advertising campaign. You've tried everything else and they've failed. We have confidence enough to ask you to make this, the most severe of tests and judge Poster Advertising by the result. You will find that the age of miracles hasn't passed.

*Tell us the territory and
we will send you rates.*

ing Association 1620 Steger Bldg.
Chicago - Illinois

OFFICIAL REPRESENTATIVES:

Building, New York	GEORGE ENOS THROOP, Inc.	8th Floor, Tower Building, Chicago, Ill.
ding, Chicago	C. R. ATCHISON	Atlanta, Ga.
, New York	POSTER SELLING CO.	722 Chestnut Street, St. Louis, Mo.
IN ADVERTISING	1132 Union Trust Bldg., Cincinnati, O.	



Can you feel that way about *your* letters? Do they impress a busy man at a glance as worth reading? Before you sign the next one think it over. The *apparent* importance of your letters is what gets them read, and unread letters bring no orders.

To make your letters *look* their importance, use a striking letter-heading on good, substantial Construction Bond. It has the feel and crackle of true quality; it invites confidence. Also, you will secure a well executed letterheading when you use Construction Bond. Only the best equipped and most competent manufacturing stationers can offer it.

Near you—and in the 200 principal cities of North America—there are responsible printers and lithographers who buy Construction Bond direct from us in large quantities and carry it in stock. The result for you is always prompt service on stationery of manifest quality and character. Unusual value is assured by our large volume and economical, direct method of distribution.

For Stationery Above the Average

Specify

CONSTRUCTION



BOND

You ought to know the names of those concerns in your locality who produce fine stationery on Construction Bond. Ask us now, and receive free our collection of noteworthy specimen letterheads. They may help you improve your own. Our three leaflets on the use of sales letters may contain an idea you could use. We send them free. Please write on your business stationery.

W. E. Wroe & Co., *Sales Office:* 100½ S. Michigan Ave., Chicago

the manufacturer begins to press me for the \$1,000 I owe him on past transactions.

Let us further assume that I am inclined to be nasty about it, and that I retain a lawyer who has given up ambulance-chasing for more profitable fields of labor. The manufacturer brings suit against me for the \$1,000 I owe him. I reply with a suit under the Clayton Act, for three times the damages I have sustained by reason of the illegal "tying contract" with my competitor; I ask for an injunction restraining any further enforcement of that contract; and I claim that the debt of \$1,000 is not collectable because it was incurred in the course of an illegal transaction. My original contract with the manufacturer was illegal under Section 3 of the Clayton Act, and shall we ask the courts to enforce an illegal contract? Unless the manufacturer can show that his exclusive dealer system did not "substantially lessen competition," he runs an excellent chance of losing his \$1,000, and I may get an injunction against him into the bargain. The court might make some caustic observations with respect to my moral standing in the community and the obvious motive which prompted my action, but courts are the interpreters of the law, not of morals.

THE CLAYTON ACT AS A "DEFENSE"

Nor is my illustration altogether fanciful. The Sherman Act has been invoked more than once as a defense against suits for justly incurred debts, and the principle has even been successfully used as a defense against actions for unfair competition. For example, in the case of the Coca-Cola Company vs. Bennett (225 Fed. 429) the United States District Court for the district of Kansas refused to enjoin an ex-bottler of Coca-Cola from using the Coca-Cola Company's trade-mark after his exclusive contract had expired.

For apparently good and sufficient reasons, the Coca-Cola Company had taken the bottling privilege away from the defendant in this case, and had given it to somebody else. The defendant,

however, claimed that he still had a stock of genuine Coca-Cola syrup on hand, which he continued to put out under the Coca-Cola trade-mark. The company brought suit to enjoin such unauthorized use of its trade-mark. In deciding the case, the Court said:

"The real purpose of this suit, as shown from the record, is not to protect the trade-mark of plaintiff from infringement by defendants in palming off on the public their spurious or inferior goods under the trade-mark, and in the place of the beverage Coca-Cola as made from the syrup of plaintiff, to the consequent injury and damage of plaintiff; but the purpose is to secure the protection of the law to enforce and carry out the monopoly it has planned and enjoys in the manufacture and sale of non-patented personal property through the medium of the exclusive contract system, under the guise of affording protection to its registered trade-marks."

In short, even if we dismiss from our minds the possibility of governmental action based on "tying contracts" as described in Section 3 of the Clayton Act, the broad opportunity for individuals to bring suits, or to use the Act as a defense, is somewhat disquieting. It has been the custom in some lines of men's wear for manufacturers to give show-cases, display racks, and other forms of dealer helps to those retailers who would agree to handle their lines exclusively. Unquestionably such an agreement is illegal if it "substantially lessens competition," and the dealer could plead its illegality as a defense in any suit arising from the contract. It is conceivable that the manufacturer might not even be able to collect the money due him for his merchandise, and thus the Clayton Act might be made a cloak for actual fraud. The only loop-hole is the "substantially lessen competition" clause, and judging from such information as is available, this way of escape will have to be first paved by judicial decisions.

The whole subject of "tying contracts" may be summed up as

follows: By the passage of the Clayton Act, Congress has placed the suspicion of illegality upon a very large group of common business transactions. Many of those transactions are necessary for the continuance of business relations. Even the Government of the United States has not found it profitable to transact its business without "tying contracts" of one form or another. But any contract for goods, wares or merchandise which, by its operation, prevents the use or sale of competing products, is illegal unless it can be shown that it does not "substantially lessen competition or tend to create a monopoly." By Section 4 of the same Act, it is provided "that any person who shall have been injured in his business or property by reason of anything forbidden in the anti-trust laws" may sue therefor, and recover threefold damages and the cost of suit, including a reasonable attorney's fee. By Section 16 it is provided that any person, firm, corporation or association which is threatened with loss or damage by a violation of the anti-trust laws (specifically including Section 3) may sue for an injunction. Furthermore, business men are confronted with the fact that an illegal contract is non-enforceable. Debts contracted in pursuance of an illegal contract are not collectable by legal means. Any contract of the sort specified may be outlawed unless a court shall decide that it is so insignificant as not "to substantially lessen competition or tend to create a monopoly."

Furniture Dealers Add Talking Machines

With numerous new talking-machine manufacturers coming into the field, it is worthy of notice that strong efforts are being made to create new retail outlets. The exclusive talking-machine shops and the department stores have been largely pre-empted by the three established concerns. One of the most promising fields, however, is the furniture trade, and the Sonora and other phonograph makers who are just breaking in are placing their lines in numerous instances with retail furniture merchants. The plan is said to be taking hold especially well with dealers in the smaller towns.

Ad Club Organ to Broaden Out

Associated Advertising, the monthly publication of the Associated Ad Clubs of the World, changed its editorial policy with the last issue.

This magazine has always been an organ for the ad-club movement, and has featured the routine affairs of the Associated Ad Clubs of the World. President Houston appointed as a committee in charge of the magazine for the present year Lafayette Young, Jr., of the Des Moines *Capital*; E. T. Meredith, of *Successful Farming*, and Herbert Houston, of Doubleday Page & Co. "This committee," says Mr. Young, "in conjunction with the editor, Carl Hunt, and the manager, P. S. Florea, recently decided that the magazine was not interesting enough to the general reader and to the member of the Ad Club who was not very active in its affairs, and decided that in all future issues the strictly routine matters of the ad clubs should be subordinated to the discussion of general advertising topics."

"Of course," continued Mr. Young, "at all times, the magazine will be devoted to the cause of truth in advertising, and will attempt to fulfill all of the ideals of the ad-club movement."

Emerson, Not Hubbard, Was the Author

STEWART-WARNER SPEEDOMETER CORPORATION

CHICAGO, December 24, 1915.

Editor of PRINTERS' INK:

Not that I love Hubbard less, but that I love Emerson more:—

Publicity gave credence to the fact that Emerson wrote the paragraph "If you write a better book, or preach a better sermon, etc." Thousands have searched Emerson, but have failed to find him as the author of any such lines, and the authorship of what Hubbard credited to Emerson was traced back to Hubbard himself.

But if those thousands of searchers will look up Emerson's Journals, volume 8, page 528, they will find:

"I trust a good deal to common fame, as we all must. If a man has good corn, or wood, or boards, or pigs to sell, or can make better chairs, or knives, crucibles, or church organs, than anybody else, you will find a broad, hard beaten road to this house, though it be in the woods."

STEWART-WARNER SPEEDOMETER CORP.
GRIDLEY ADAMS, Adv. Mgr.

Patterson Transferred by Class Journal Co.

E. H. Patterson, who is connected with the advertising department of the Class Journal Company, and who has been located in Detroit for the last year, has been transferred to Buffalo for the same company, and will start upon his new duties January 1.

Manufacturer's Window Displays Put Dealers' Own Ideas at Work

The Story of a "Display Book" Gotten Out by the Armstrong Cork Company

By Robert W. Palmer

STORE display men who have analyzed the sort of help from manufacturers that is appreciated in making window displays have agreed on this fact: A suggested display, to be successful, must be adaptable to windows of various sizes. If it can be made elastic, so that portions may be omitted when small windows are to be trimmed, without destroying the symmetry or keeping out anything that is essential to the complete display, well and good. Merchants will be attracted to it and will welcome the manufacturer's help. If the nature of the material is such that the suggested scheme of the manufacturer must be followed closely in order to derive full benefit the method that is welcomed by the dealer is for the manufacturer to furnish alternative designs, so that one, at least, will be suited to the space that he has at his disposal. This is, on the whole, the better plan to follow, for display men are bound to possess individual preferences—a display will appeal to one and not to another, and if a number of different set-ups are placed at their disposal more stores will take advantage of the manufacturer's aid.

The Armstrong Cork Company, which makes linoleum at Lancaster, Pa., determined in 1913 to make a broad appeal to its dealers in the way of furnishing window displays. The aim was to get many linoleum windows in stores of all sizes and to make it easy for dealers to install displays that would be a credit to themselves and to the manufacturer. A book, embodying a dozen displays, was issued and this has proved so popular and helpful to dealers and display men that it has run through three editions. In the last edition

there have been included half-tone reproductions of a number of actual displays, made by window trimmers, from ideas suggested by the original models shown in the book. Since the fall of 1913, 2,000 window displays of Armstrong linoleum have been used, built after the manufacturer's designs.

DISPLAYS THAT ARE EASILY HANDLED

"Prior to the year 1913," said A. L. Peal, of the company's publicity department, "no consistent effort had ever been made by retailers properly to display linoleum. There were several reasons for this. In the first place, a linoleum roll is made in 30-yard lengths and varies from two to four yards in width, so a full roll of it is very heavy, aside from being bulky and cumbersome. It formerly took a brave and husky window trimmer to attempt a linoleum trim. Then, there was always the danger of the heavy rolls falling over and breaking the plate glass. Both of these objections have been overcome now by the use of paper samples printed in identically the same colors and patterns as the actual goods."

This idea of lightweight samples is largely responsible for the success of the display plan; without it even the book of suggested displays would not have been nearly so impressive.

Mr. Peal thus tells of the book's development and the way dealers use it:

"With paper samples as the foundation, a number of suggestive window trims were prepared, so simple in construction, that they could be easily installed with the aid of home-made fixtures. The

simpler trims were designed principally for the windows of the small town merchant, while the more elaborate displays were planned especially for the big city store. The trims were not designed to show cut-and-dried displays, but rather to suggest the almost unlimited possibilities of linoleums as a window-trimming material."

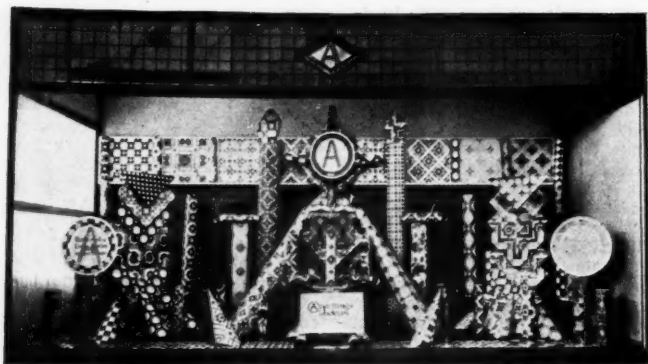
Here is another feature of manufacturers' displays upon which window-trimmers are in accord: they want suggestive plans that will be prolific of ideas of their own; plans that will lead to other plans in their own minds. This is help that is appreciated.

"If the merchant desires to use

of the windows just as they will appear when completed. The

others give line drawings of the simple fixtures required and an idea of the grouping of the various linoleum patterns to make finished displays.

Here is another reason why dealers like the Armstrong window suggestions: they call for simple fixtures, such as the store is apt to have. One display that makes an elaborate showing in the windows requires only two pedestals and two glass shelves, and the instructions for setting up read, "If you do not happen to have the pedestals or glass shelves, wooden boxes or boards will answer the purpose."



ONE OF THE DISPLAYS IN THE ARMSTRONG BOOK THAT INVITES CHANGES AS DEALERS SEE FIT

one of the trims shown in the book," continued Mr. Peal, "he simply sends in a written request to his jobber or direct to the factory, at Lancaster, stating the number of the display wanted, as well as the numbers of the patterns which he wishes to feature. The paper samples are then shipped him immediately, freight prepaid. They are supplied free of charge, and may be retained by the retailer for future use, either in the window or for departmental display purposes."

Fourteen displays are described and illustrated in the current edition of the company's book. Half of these show reproductions

Ten large-sized halftones in the book illustrate windows that have been trimmed by retailers, either by following the instructions exactly or by making them conform to their own ideas. The name of the store and that of the display manager appear below each illustration. Photographs of window displays are solicited from merchants, and when they are received the manufacturer makes acknowledgment in a manner calculated to win friendship and co-operation. Dozens of unsolicited letters from dealers tell of the actual results the window displays have brought.

"The linoleum exhibit as dis-



(COVER DESIGN)

The 12th Garden Annual

Issue of
Orange Judd
Farm Weeklies

Appears March 4th

It Goes to Press
February 21, 1916

IT is the regular issue of March 4th, but greatly enlarged, with a wealth of appropriate text matter and illustrations, making it a veritable calendar of reference. The best known general, as well as agricultural advertisers, have used it for years, and have found that extra large space always pays in the *Garden Annual* issue.

Write for our prospectus, which tells all about it—the leading articles by famous authorities which make our *Garden Annual* intensely interesting to our readers, and therefore valuable to our advertisers.

480,000 Circulation Guaranteed

among the farmers who are making and spending the most money. Don't you want some of these sales?

Send in your order NOW, direct or through your agency

ORANGE JUDD COMPANY, Publishers

Members of the Audit Bureau of Circulations

Headquarters, 315 Fourth Avenue, New York

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6th Floor Oneida Bldg.
Minneapolis, Minn.

Central Office
1518 Michigan Blvd. Bldg.
Chicago, Ill.

Southern Office
909 Candler Bldg.
Atlanta, Ga.

Eastern Office
Myrick Bldg.
Springfield, Mass.

Truth

Established January 1, 1898

Educational, medical and charitable institutions on TRUTH'S subscription list to the number of 8,104 expended \$4,236,598.00 for fish products on the ninety-two fast days during the year on which 920,980 persons in those institutions abstained from eating meat.

The buyers of the seventy thousand families on TRUTH'S subscription list expended \$1,288,000.00 for fish products on the ninety-two fast days during the year in which the 280,000 persons in their homes abstained from eating meat.

The story of the fast-day consumption by those on TRUTH'S subscription list should appeal to the merchants supplying Normanna Sardines, Skipper Sardines, Tuna Fish, Seatag Oysters, Gorton Cod Fish, Argo Salmon, Booth's Sardines, Beardsley's Codfish, Marshall's Kippered Herring, Deer Island Canned Clams, Pioneer Minced Sea Clams, McMenamin's Deviled Crabs, Shell Fish, Salt and Fresh Fish, Smoked and Dried Fish.

TRUTH'S circulation is guaranteed by the Audit Bureau of Circulations report, completed November, 1915, which announces that TRUTH MAGAZINE had an average monthly circulation during the year 1915 of 70,000 paid subscribers. Official report of this audit will be mailed to any person on request.

TRUTH has existed eighteen years on its subscription receipts alone. This is the first year TRUTH is seeking national advertising patronage.

February forms close January 15.

Truth Magazine, Inc.

JOHN J. O'KEEFE, *President.*

412 Eighth Avenue, New York.

played in one of our large Market Street windows," say Lit Brothers, of Philadelphia, "is attracting a great deal of interest and attention and is no doubt helpful to both manufacturer and retailer."

"We found the exhibit to be of great benefit to us," says the Callender, McAuslan & Troup Company, of Providence, "and of much enjoyment to the public, as the sidewalk in front of the window was crowded day and evening. We are also enjoying the benefit of an increase in our linoleum business which is most gratifying."

Two of the more elaborate trims shown in the book are loan exhibits, routed on a regular schedule. One of these is known as an educational window display, and consists of the various ingredients used in linoleum:—Cork, cork flour, flaxseed, linseed oil, jute, burlap, colors, etc., all neatly boxed or bottled and labeled; twelve large photographs showing where the raw materials come from and various stages of the manufacturing process; printing blocks; linoleum in process of printing and samples of the different kinds of linoleum. No special fixtures are required as the boxes in which the material is shipped serve that purpose.

The other loan exhibit is known as the mechanical house display.

The principal feature is a miniature house four feet square, consisting of four rooms—living-room, bedroom, dining-room and kitchen. Each room is covered with a miniature linoleum pattern, and furnished with suitable furniture.

The entire house is mounted on a turn-table which is revolved by means of an electric motor—once every 40 seconds. The house is illuminated by electric lights concealed under the roof. The background consists of an exhibit of linoleum mounted on easels, and dummy rolls. In addition, there are two large, colored photographs showing a bedroom and dining-room covered with linoleum.

At the present time there are 18 of these exhibits on the road, booked up a couple of months in advance. Just prior to the arrival of a display, a complete set of in-

structions for arranging it is sent to the merchant along with a suggested advertisement for his local paper.

The linoleum department of the Armstrong Cork Company does not rely on window displays alone as selling helps for dealers. It has another book showing newspaper advertisements for which it supplies electros; a booklet telling of lantern slide service and other booklets for the instruction of clerks and of linoleum purchasers on how to lay linoleum.

In all of this dealer service and more especially in the window displays, the manufacturer doesn't lose sight of the fact that it is the *dealer's* window that is to be trimmed and that he wants to have his individuality dominate, not the manufacturer's. Having this in mind it was comparatively easy to arrive at the necessity of *simple, elastic* displays, that leave large leeway to the display manager's ingenuity and preferences.

"Good Housekeeping" Wins in Fraud Libel Suit

One of the comparatively few cases on record in which an advertiser accused of fraud has appealed to the technicalities of the laws against libel was decided in the New York Supreme Court, December 20, when a jury found a verdict for *Good Housekeeping Magazine* in the suit brought by Mrs. Jean Abernethy Bishop, proprietress of a remedy known as "Get Slim." The suit for \$50,000 damages was based upon an article in *Good Housekeeping*, by Dr. Harvey W. Wiley, in which the remedy was not only denounced as a fake, but was represented as positively injurious to the human digestive system. According to the analysis made by Dr. Wiley, "Get Slim" was shown to be composed of citric acid, sugar and coloring matter. Mrs. Bishop claimed that it contained tartaric acid instead of citric, that it had reduced her own weight and the weight of others without harmful effect, and that the publication of Dr. Wiley's article was libellous and defamatory.

After a trial lasting three days, during which expert testimony was introduced as to the effect of tartaric and citric acid upon the human system, the jury returned a verdict for the defendant.

Melvin Adams Joins Seaman Agency

Melvin Adams, for the past two years with the Carl M. Green Company, of Detroit, has joined the Detroit office of Frank Seaman, Inc.

Campaigning on Future Big Buyers

(Continued from page 13)

tlemen, what we have here," when in walks the janitor bringing our box of books. The professor then passes them around and gets the credit.

"We tried the plan one year of securing the names and home addresses of the students from the professors and sending the books separately to each man, but we soon went back to what we believe to be the better method."

Let us turn now to another field and find out what manufacturers in some other lines are doing.

J. C. McQuiston, manager of the Westinghouse Department of Publicity, gives the following as his views on the question:

"We consider the college man of very great importance, in fact, we rely on him practically all together in carrying on the technical end of our business.

"We are educating him by sending to engineering college laboratories a complete file of our literature, so that the student may have free access to it and become familiar with the apparatus at the time when his mind is in a formative state. This education is carried on also by means of frequent lectures and talks given to the students either by our own men, or by others supplied with our information and lantern slides. We find this to be a very effective manner of arousing interest in our

company and its products, and their manifold advantages.

"We have no well-defined plan of following the man after he leaves college unless he comes with us or has been placed in a position through our influence, except in particular cases where we desire to keep in touch with certain selected individual students. We do, however, endeavor to recruit our own ranks from college students, and have gone very extensively into the question of securing and educating the student."

Caxton Brown, secretary of the Weston Electrical Instrument

Company, offers the following:

"We have prepared a series of five monographs for the purpose of assisting science teachers better to plan their courses in electricity, both in the laboratory and in the lecture-room. In our monographs we show a great number of experiments and the apparatus that is required for the performance of these experiments, and we also give much explanatory information as to the actual conduct of the experiments and the manner in which they have been performed, in some cases by students in the more advanced schools. Frequently these monographs are used as text-books and in that manner we directly interest the student, although we have strong reasons to believe that we indirectly interest the student through the science teacher, and that we are doing so in a very large number of high schools and preparatory schools throughout this country."

The monographs in question are very complete and compiled with great care. The title of one of them is sufficient to indicate their scope and scientific value: "Lectures on Electrical Apparatus and Experiments, Illustrated with Cuts from Lantern Slides, issued for Science Teachers in Educational Institutions." In the words of the introduction to one of the books, "The Weston Monographs were prepared with the definite object in view of attempting to co-operate with and assist science teachers in high schools and

throughout the country. Their context is exclusively on electrical subjects, and each deals with a particular theme."

"Experimental Electrical Testing by Students" is a particularly interesting book, and the company explains its conception as follows:

"Early in the Fall of 1913, we issued a letter to over 7,000 science teachers on our list, in which we directed attention to the monographs we had already issued, and requested suggestions relating to experiments in electrical measurements which they would like to see embodied in

—You can hold

the present rates for one year by beginning a twelve-time order with one inch or more in February MoToR. Rates will be increased for advertisers beginning with March 1916 and subsequent issues.

The present rates are based on 25,000. Circulation for January is over 30,000. By March it will be 35,000, and our policy calls for continued expansion.

100% Buyers

MoToR is the one publication that can be said to *dominate* the automobile field. It reaches all classes—owners, dealers and manufacturers. Every copy is read by actual buyers of automobile products.

MoToR reaches more buyers and carries more advertising than any other automobile publication.

Remember—one inch on contract beginning in February holds present rates for one year.

Advertising Agents—Reserve the present rates for your clients by starting their 1916 schedules with space in February MoToR.

February forms close January tenth to fifteenth.

MoToR

(Member Audit Bureau of Circulations)

119 West 40th Street

New York City

PHOTOPLAY MAGAZINE

announces
the appointment of

MR. FREDERICK A. LELAND

formerly Secretary of the
McBride, Nast Company,
and Advertising Manager
of House and Garden and
of Travel, as a member of
its advertising department.

Mr. Leland will be associated with
Mr. Ernest R. Strempel in the
management of its
eastern office

James P. Quirk
VICE-PRESIDENT

NEW ADDRESS
185 MADISON AVENUE
NEW YORK

future monographs. We were immediately deluged with replies, and as soon as it was feasible we began preparing data relating to the experiments most in demand.

"We then conceived the idea of asking science teachers to furnish us with these experiments, instead of preparing them ourselves; and wrote to a number of those who were fortunate enough to possess a modern equipment, inviting them to contribute some specified exercises."

The result of this plan brought forth a book of great practical value, the data being composed of actual classroom experiments.

Naturally, in these books, the application of Weston electrical apparatus is brought in frequently, and as the books have a wide circulation and are adopted as standard text-books, the student is educated in the use of Weston instruments.

To continue further along the lines of the investigation which prompted this article would be to only practically repeat, with slight modifications, the methods of getting the student already enumerated.

PHOTOGRAPHS AND CHARTS FOR CLASSROOMS

In practically every quarter into which the investigation was carried the general methods were along similar lines to those explained. Modifications included the supplying of large framed photographs of the product manufactured for classroom decoration and special blueprints and charts for class study.

The Ingersoll-Rand Company and the Fitchburg Machine Works are among those who are finding the distribution of pictures for classroom decoration a profitable way of securing constant publicity. Schools and colleges are always glad to receive appropriate framed pictures, and such pictures when once hung, usually stay on the walls, where they are viewed by the constant stream of incoming classes. It is usually customary for the manufacturer to letter his name somewhere on the picture, and gold lettering is gen-

erally used. Such practice does not detract from the value of the picture and there is no objection on the part of schools and colleges against this policy.

Among the manufacturers of drawing-instruments, transits, drawing-ink, etc., the student is reached by getting him to use the manufacturer's product while he is in college, the supposition being that he will form the habit and continue to use the same article when he graduates and is in a position to buy for himself. Here, also, the student is reached indirectly, the main pressure being brought to bear upon the institution itself and its various professors. It thus happens that in certain colleges a particular make of transit will be used exclusively for practice and demonstrating purposes, and the competition to secure this exclusive adoption is very keen. If a manufacturer along the lines of supplies can get the college, he is not likely to worry very much about getting the student, for the student works and gets his training with the tools that are given him.

Sifted down to its final analysis, this problem of getting the student is really one of co-operation on the part of the manufacturer with the professors.

As previously stated, the professor is the middleman, and too much cannot be done to secure his good will and friendship. The student looks to his professor, rather than to the manufacturer, and practically all the concerns who are going after the student extensively are reaching him through the logical channel of the "Prof," trusting that the data absorbed in classes and study will stick.

This method appears to be the logical way, and the experience of manufacturers who are using it shows it to be cheaper and better than attempting to circularize the student direct, at his personal address. Students are continually dropping out, changing their courses and spreading out in all directions, and to attempt to maintain an accurate and always up-to-date student mailing-list would be

a matter of great expense and trouble; granted even that it might be done, which is doubtful in the light of existing conditions.

The manufacturers who would get the student "coming his way" should remember that the student is in school or college to acquire knowledge, and *not to buy*. The buying part comes later, and what the student buys in later years depends largely upon the groundwork of systematic education entered into by the manufacturer while he is yet in college.

This is why leading concerns manufacturing mechanical and technical products are content to reach the student indirectly before he becomes an active buyer. Such concerns as are mentioned in this article, however, are supplementing their college publicity work with strong technical advertising, in the leading technical publications. Thus the student is attacked from two positions; he is educated indirectly by the manufacturer, while in college, and appealed to directly through the technical press and other direct methods when he leaves his alma mater and grapples with the real work of life.

Slot Machine Sells Perfume

A slot machine for selling perfume, which appeared on the Chicago "Elevated" platforms in September, has demonstrated that it is a money-maker. The machine consists of a metal box with glass front displaying four bottles of perfume labeled lilac, violet, carnation and white rose. A cent is dropped in the slot, a lever turned to the odor desired, and the pressure of a lever sprays the perfume from a nozzle.

Retailed in the way described, the four bottles bring in \$56 approximately at each filling. Machines are now being operated also in Birmingham and Atlantic City, and it is stated other cities will be entered shortly.

F. N. Drake With "Good Housekeeping"

Frederick N. Drake, at one time associated with Doubleday Page & Co. in the West, and more recently connected with *Motor* in the New York State territory, is now with *Good Housekeeping*, working from the Chicago office.

Willys-Overland Profits

Willys-Overland officials are fairly confident that the company's fiscal year to end December 31 will show net profits that will better preliminary estimates of \$12,000,000 by between \$500,000 and \$1,000,000. For 1916 it is believed that a minimum showing of profits should be \$15,000,000, a figure which would equal better than 65 per cent on the present \$21,000,000 of common after taking out the seven per cent dividend on the \$15,000,000 preferred as it will be after issuance of the recently provided new stock.

For 1915 sales will reach 90,000 cars and for 1916 an output of 200,000 cars is anticipated.

Woolworth Makes Record in 1915

Sales of the F. W. Woolworth Company for 1915 will establish a new record at close to \$75,000,000, compared with \$69,619,669 in 1914, the record year thus far. The English subsidiary, F. W. Woolworth, Ltd., will also show record sales this year; the first ten months' sales were \$1,000,000 greater than same period of 1914.

November's increase, \$931,740, was the largest this year and was greater than the combined increase of first four months of the year. December, as indicated by sales thus far, will surpass the \$10,562,276 sales of December, 1914.

Farm Exhibit at Chicago Club Rooms

A farm merchandising exhibit will be held in the club rooms of the Chicago Advertising Association from January 3 to 7, inclusive. The exhibit will be designed to show that the farmer is a "regular" man, and his wife is much like other American women of education and refinement. The power of the farm press in the general advertising field will be demonstrated.

Nujol in Magazines

Nujol, which has been extensively advertised in newspapers throughout the country, will start this month in national magazines, 23 publications to be used in all. The advertising is being handled by the H. K. McCann Company, New York.

F. J. Low with Cheltenham

F. J. Low has joined the Cheltenham Advertising Agency, New York. For eight years he was advertising manager of the H. W. Johns-Manville Company, and more recently has been associated with the Collins Publicity Service, Philadelphia.

Albert W. Brownell has been appointed New England representative of *House & Garden*, New York.

Show the farm woman exactly how your product looks

YOU can now illustrate your product, package, or trade mark to farm women thru **FOUR-COLOR PROCESS PRINTING** in

THE FARMER'S WIFE

A Woman's Farm Journal

We can now offer advertisers Cover Pages in four colors, or inside pages in four colors of four-page inserts (special paper).

This innovation in farm paper printing overcomes the last objection of those advertisers who, heretofore, have complained that their products could not be adequately illustrated in a farm paper campaign on account of the grade of paper on which farm papers are printed.

For open positions, rates, etc., address

THE FARMER'S WIFE

A Woman's Farm Journal

WEBB PUBLISHING CO., Publishers
ST. PAUL, MINN.

George W. Herbert, Inc.

Western Representatives
600 Advertising Bldg.
Chicago, Ill.

Wallace C. Richardson, Inc.

Eastern Representatives
41 Park Row
New York City

750,000 Circulation Guaranteed

Members Audit Bureau of Circulations

WANTED—

A BIG Man

to organize a large
COPY DEPT.

A CORPORATION which is now doing a business of more than Fifty Million Dollars a year at retail, is about to reconstruct its advertising system. It desires the services of a big, strong, capable man with demonstrated executive ability, to organize and handle a large copy and art staff. In order to be available for this job, the man who would fill it must be able to show that he himself is an exceptional copy writer. He must also be able to show that he has acute selling and merchandising sense and, most important, that he has **IDEAS**, Practical Ideas, with a capital **P. I.** It is realized that the combination sought is hard to find, and the pay offered is proportioned to the specifications.

Answers will be considered in confidence.

Address:

"IDEAS" Box 379
Printers' Ink, N. Y.

Story of House Selling on Price Appeal Alone

(Continued from page 8)

of that pernicious selling policy. In fact, the general effect of the price appeal on the sales organization was both repressive and reactionary.

It did not affect me personally at first. Somehow I managed to slip through the net and put over results and set my star in the a little creative work that brought ascendancy, but I got the reaction later.

Up to this time the salesmen had received very little attention from the house in the way of assistance or any attempt to direct their efforts. They had simply been given samples and expense money and turned loose to work out their own salvation.

The first ad that I used on the trade-paper contract brought back a bunch of inquiries that pleased young Jones immensely. He also liked the ad. I had put enough of the Jones viewpoint into it to tickle his vanity. That was the starting point of a comprehensive trade-advertising campaign, consisting also of considerable direct-mail work and adequate follow-up methods.

The results were astonishing, even to me, and my expectations were none too modest.

It seemed as if every shoe retailer in the country was interested in Jones shoes, and that isn't far from the truth, because something like 30,000 retailers have bought some of the Jones product at one time or another during the past ten years.

The greatest difficulty was to get repeat orders. That was due partly to faults in the merchandise and partly to poor service, both of which were a reflection of price-appeal selling policy.

Lack of consumer demand was undoubtedly another important factor.

The Jones company was trying to market a branded product without doing anything to back

up the brand. Jones understood the cumulative good-will value of a trade-mark, but he wanted the retailer to do all the "pushing." Most retailers couldn't see it that way and said so very frankly to the salesmen.

Jones could not understand the retailers' viewpoint, and, in fact, thought it a myth created by salesmen to cover their own shortcomings.

BIG DEALERS AFTER ADVERTISED LINE

It was noticeable that the salesmen could not make much headway with the best class of merchants who sold the big volume of merchandise in cities. They got the bulk of their orders from the country towns and small side-street dealers in the cities.

One day when the salesmen were in the house Jones cornered an aggressive fellow named Sellers and tried to get a rise out of him.

"Sellers," he said, "why don't you show these other men how to get some business from some of the big buyers in your territory? You are not afraid of plate-glass fronts, are you?"

The answer was quick and right to the point. Sellers looked Jones squarely in the eye and said: "I am not afraid of any man that walks in shoe leather or that buys it, either. I have fought these big fellows to a standstill, but I have found it largely a waste of time. They are all either handling a well-advertised or well-established line, or they want one that will give them an advantage over their big competitors who are handling such lines."

Jones's face assumed a thoughtful expression that gradually relaxed into a smile. "No doubt they are hard nuts to crack," he said, "but keep after them. Trade will ultimately follow values and we have values." That ended the incident, because Jones walked away, but his face resumed the thoughtful expression. The salesman's gaze followed Jones, and there was a twinkle in his eye.

Another difficulty had been to induce either large or small retailers to buy a representative line

of the company's goods instead of always picking a few styles that were special values.

To demonstrate these and other facts, the existence of which I suspected, I once made an analysis of the sales to be used as an argument for consumer advertising.

SALES ANALYSIS PROVES A POINT

The house records indicated that they had about 20,000 customers on the books at that time, but investigation proved that only 12,000 of them had bought goods during the preceding year. The gross yearly sales were then about \$6,000,000.

There were about 100 big customers who bought an aggregate amount of about \$1,000,000 worth of unbranded goods, so the general average account per customer was only about \$400. That meant less than 200 pairs a year—a mere bagatelle to the average retailer.

Could the reason for a high selling cost be more clearly shown?

Those figures made an impression, but the Jones viewpoint saw only one remedy—to put more pressure on the salesmen.

After much persuasion, however, the company allowed me to try an experiment in consumer advertising. For the first year it was confined to one State, the plan being to use local newspapers and supply various selling helps to dealers who would stock a representative line of styles.

The plan worked well in securing distribution and it increased the volume of business per customer so materially that its scope was gradually extended.

Before this plan was tried young Jones had been sent back to the factory and replaced in the sales department by a nephew of the boss—a young man of more than ordinary intelligence and ability, who also had to his credit several years of experience in the shoe business outside of the Jones organization. He was inclined to favor constructive methods of business building, but his tendencies in that direction were curbed by the boss, whose

chief concern was to make the sales department show a profit. He wanted more sales and less "expense." Experiments could be tried after those things had been accomplished, so he said.

Although the new manager made strenuous efforts to bring order out of chaos, he was only partially successful. He urged the factories to make merchandise more suitable to the needs of the trade, both as to style and quality, with some success, but there were frequent lapses into old habits.

He tried to improve the efficiency of the office organization, but most of the material that he had to work on presented a hopeless task. He was pressed to lower expenses by false economies, and continued to lose business through inefficiency.

Like wasteful cooks, the order and credit departments threw away much of the business brought in by the salesmen, through carelessness or lack of good judgment.

Strange to say, the credit department lost little money by taking unprofitable risks. Such a possibility had been foreseen and forestalled by a rule-of-thumb system which practically eliminated the element of human judgment. This system had the merit of safety and lacked the advantages of flexibility, but it was objectionable to customers and salesmen chiefly because of the way in which it was handled. A salesman and the advertising department would frequently spend time and money in developing a good prospect, which the credit man would "kill" with some tactless correspondence that would offend the customer.

Or perhaps the order department would make some senseless blunder in handling or shipping the orders of a promising account.

Such incidents, which were surprisingly frequent, were heart-breaking affairs for me because they were material handicaps to a good demonstration of the efficiency of advertising.

Notwithstanding such draw-



Where —
should it roll ?

A.B.C. Service Guides Your Expenditure

It goes into rock-bottom facts about mediums, tells you just how much circulation they have, where it is and what kind of readers its subscribers comprise.

Having such information right at his finger tips enables the advertiser to choose those mediums which are best suited to his proposition and which will yield the greatest returns.

The advertiser who spends his money through information which "A.B.C." reports place before him is eliminating guess work and putting his publicity plans on an efficiency basis.

The cost is small—out of all proportion to the returns!



The Audit Bureau of Circulations is a co-operative organization—not for profit—its membership includes over one thousand Advertisers, Advertising Agents and Publishers, in the United States and Canada, who believe in standardized circulation information. Complete information regarding the service and membership may be obtained by addressing—
—Russell R. Whitman, Managing Director.

AUDIT BUREAU OF CIRCULATIONS

15 East Washington Street, Chicago

backs, the advertising produced very tangible results in a business-building sense, but, in spite of that fact, the boss could not view it as anything but additional expense, which, of course, it was at that time.

I used every argument known to the advertising point of view to show that the advertising expenditure should be considered as an investment at that time and that it would eventually reduce the cost of distribution. While apparently my arguments were not convincing, I was allowed to continue the campaign.

Such was the situation at the end of my fourth year with the Jones company. Then I was asked to take charge of the salesmen. They needed attention badly, and the new sales manager wanted to devote his entire time to building up the product and the efficiency of the inside organization. I was allowed to hire an assistant for the advertising department.

During the next two years I accomplished what I was expected to do with the salesmen, and that was to clean out and replace the "dead-wood" and get them all on a profitable basis. The salesmen worked on a drawing account and commission basis, but most of them were in debt to the company when they were turned over to me.

The sales manager also accomplished some things along general-efficiency lines, and the advertising continued to produce results, but neither the viewpoint of the boss nor the selling policy had changed. The selling cost was still high, due in some measure to the advertising expense.

The wisdom of continuing the advertising was questioned and so strongly that I nearly gave up hope for it. Perseverance on my part, however, with a lukewarm support by the sales manager, finally turned the scale in favor of advertising.

It was a turning point in the business where the whole question of distribution had been given serious consideration, so, having decided to advertise, it

was also decided to do it in a whole-hearted way.

My plans were discussed and I was practically given a free hand to execute a general campaign. I was restricted in only one particular.

I was told that I must place all advertising direct with publications and not through an agency. We had previously been doing business through a reputable agency that had not only fulfilled all its obligations satisfactorily, but had also been a source of considerable help and inspiration to me.

I demurred at the condition without avail. In fact, the boss would scarcely discuss the matter when I attempted to explain my reasons. It developed later that he had listened to outside advice on the subject of advertising. His adviser had evidently put in a strong knock against all agencies. It appeared that it was immaterial whether I could buy space less the agency commission or not. I was to try, of course, but that was not the main point.

It became apparent that to handle all the details of a big campaign would require some organization and more of my time than I could devote to it and continue to handle the salesmen, so it was arranged that the sales manager would take the salesmen off my hands.

I had about two months in which to prepare for the opening of the campaign and I set to work with all the energy and enthusiasm that might be expected under the circumstances.

It was the tail end of the selling season, but an announcement of the expansive advertising plans put renewed vigor in the salesmen. There was an immediate and substantial result in the form of business.

The salesmen came into the house for the new line of samples and were sent out properly enthused with the campaign. In the meantime all the details had been worked out, contracts made, copy and schedules were prepared and ready to send out.

As I sat in my private office

one morning, surveying my plans for the last time and feeling the relief and satisfaction that follows a hard job well done, the door opened and the boss walked in, followed by the sales manager.

Without a sign of warning the boss walked to my desk and gave me the hardest blow that I ever got in my life. It was not a physical blow. He simply said: "We have decided *not* to advertise." He said it in a tone of finality. He offered no explanation and I asked for none. I just sat still and looked at him. "That being the case," he continued, "we will not require your services."

Then he softened the second blow and forestalled any argument on my part by expressing appreciation for my loyalty and work in the past, adding that I might look for another position immediately, but that I would be paid the equivalent of six months' salary in advance.

He also wanted me to remain with the company long enough to extricate them from such obligations as they had assumed of an advertising nature.

So I had the unique experience of officiating at my own obsequies, as it were, and the Jones company paid the bills. It cost them about as much *not* to advertise as it would have cost them to advertise that year. The boss understood that when he changed his mind, but after he had got "cold feet" on the advertising idea he figured that it was better to take the loss then than to get more deeply involved.

The conclusion of this story is pretty well indicated in the opening chapter.

The Jones company has clung to the price appeal and all the tendencies that follow in the wake of that policy are still evident in the company's methods.

Advertising is undoubtedly responsible for much of the impetus that the business acquired in its early stages, but those initial efforts were not backed up with either uniformly good merchandise or good service, so the initial effect has worn off.

There has been some increase in the gross sales, I am informed, but a scrutiny of the manner in which it has been obtained shows inherent weakness rather than any development of strength.

Quite a number of their best salesmen have left them during the past three years, and I know others are only waiting a favorable opportunity to do likewise. One reason for this is that commissions have been reduced below the normal percentage paid by other concerns in an effort to reduce selling cost.

Executive changes continue to occur and a general atmosphere of high tension and a lack of definite policy prevails.

Jones is continually seeking an answer to his problem of distribution, which he knows is still unsolved, but he has set his face against any plan that involves advertising.

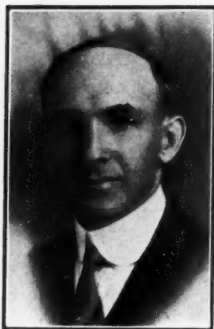
He is trying the experiment of selling direct to consumers, and now has in operation a number of stores, despite the fact that a similar venture once proved a failure.

The latest shift has been a partial reversion to the original policy of selling the jobber, and large retailers are being solicited aggressively to buy unbranded goods on what is practically a jobbing basis. It is by such methods that the volume of sales has been maintained. Such business is unstable and its maintenance depends absolutely on the keenest kind of competitive selling.

In fact, the history of the Jones company might well be epitomized in the theme of this story, which is that to build on the price appeal alone is to build on shifting sands.

Seeligsborg Business Manager "Engineering Record"

L. W. Seeligsborg, for over ten years connected with the McGraw Publishing Company, New York, has been appointed business manager of the *Engineering Record*, one of the McGraw publications. Previously he has been in charge of the service department, and before that represented the *Record* in the Philadelphia territory.



Would You Pay Him \$1,000 to Write a Letter?

MARSHALL FIELD SAID: "ONE BUSINESS-BRINGING LETTER MAY BE WORTH A MILLION DOLLARS AND ONE MAN MAY WRITE IT!" THIS ARTICLE TELLS OF A REMARKABLE COLLECTION OF "MILLION-DOLLAR LETTERS" WRITTEN BY THE WORD WIZARD OF INTERNATIONAL REPUTATION—THE "ONE MAN" OF THE GREAT MERCHANT'S PROPHETIC VISION!

NOTE: Ad-Man Davison, considered the highest-paid letter writer in America, whom the late Elbert Hubbard called "the publicity world's most potential pen-pusher," has just opened a world of new possibilities to Sales Managers, Mail Order Men, Advertising Writers, Letter Specialists and Correspondents, by permitting a re-print of his Private Collection of Original Letter Compositions—masterpieces of persuasion that helped reap this remarkable man's clientèle hundreds of thousands of dollars.

The collection contains two hundred different letters by Mr. Davison. Each is a new psychological study in making-up-the-other-fellow's-mind. The originals have been copy-righted by the Baynard Publishing Company of Kansas City. In securing exclusive publishing rights on this collection, the company has a message worth while for the Business and Advertising Men of America:

YOU twelve-cylinder men who get the business, you big guns of the selling end, you dynamic advertising executives, you intense chaps who write compelling copy, you alert mail order merchants, you inventive gentlemen who do the heavy dictating on big deals, or who frame your firm's vital letters that magnetize trade out of competitive territory—you have a superb treat and a supreme privilege in store!

Here is rich meat and drink for you. Vivid stuff you can cash in on! Live material that should increase your business, enlarge your ability, swell your salary, broaden your future!

A fund of New Inspiration for your daily use, right at your elbow, your fingers' ends, your mind's edge.

One of the Costliest Imaginations in all Advertisingdom, ever

on tap, at your disposal for a trifle o' nothing!

We are just now putting on the press this collection of master letters that have helped build so many successes for advertisers throughout America, who paid up to \$1,000 for the magic sales hypnosis this writer has the peculiar faculty for producing!

If you know anything at all about his reputation for this work, you will keenly appreciate what these copies of his best compositions would really add to the equipment of every writer of business letters and literature who can't afford to get meager results.

We make bold the assertion that, in all your experience with printed salesmanship, nothing you have ever absorbed in the psychology of letter composition or advertisement writing, no text book, library of business correspondence or advertising course, could help your daily work as will these letters!

They are woven in the Deep Purple of modern-day business diction. Written by this master salesman, in so very many different styles—never for a moment deviating from "plain United States"—simple, clean-cut, incisive English—in every conceivable vein, on so wide a variety of subjects, with so many things you can instantly fit in to your own advertising and correspondence.

In this remarkable collection are endless new word-pictures that will delight you and revivify your entire business story. Uncommon phrases of pith and power. Warm, winning arguments, adaptable by you to unlimited fresh lines of selling talk. Straight-to-the-mark sentences that command attention and compel action. New-coined Websterian as unique as it is audacious and convincing. Rich philosophical flashes that light up the trade appeal. Epigrammatic gems that sparkle with Sellability.

Read interesting testimonials on following page.

Thousands of intimate, irresistibly human paragraphs so characteristic of Mr. Davison's versatile and magnetic style!

From all the successful epistles in this Costly Private Collection one has the chance of a lifetime to rejuvenate his entire writing vocabulary, and get a liberal new education in the laws of suggestion, the arts of persuasion, the rules of attraction, the newer and more direct methods of creating the buying desire.

The reproductions of this collection will be printed in neat, clear elite typewriter fac-simile, on sheets of the new bifold letter size. The two hundred one-and-two-page compositions are indexed according to subjects, and numbered. They come in loose form, convenient for marking paragraphs and handing singly to the stenographer for copying, thus available for immediate use and adaptable to any style of binder on one's desk. Mailed in securely protected package. Price \$10.

Owing to their writer's world-known reputation, and the very nature of this valuable collection, the letters will not be sent to anyone on approval.

The edition being limited, every reader desiring to at once forward his reservation for a complete set of these letters must promptly mail remittance to the Baynard Publishing Company, 1009 Baltimore Avenue, Kansas City, Missouri.

SPECIAL NOTE: In addition to the Complete Collection of Master Business Letters by Ad-Man Davison, there is a supplemental set of his productive Mail Order Letters on Investment, Medical and other Special Subjects. These will not accompany the regular collection except by special request. No charge will be made for them if they are desired. But unless specified, they will not be included.

Copyright, 1916, Baynard Publishing Company

REFERENCE—COMMERCE TRUST COMPANY, KANSAS CITY, MO.

ELBERT HUBBARD

says of Ad-Man Davison in his book called "An Advertissimo":

TUSH, Terese! Must you know everything? I can't mention its name, I tell you—but next to a certain Erie County burg, you must look to Kansas City for Publicity Preachments done in the deep purple—that carry Conviction without upsetting her. And Fra Davison is their producer.

The stuff he writes is audacious as well as unusual.

And Success is the child of Audacity.

But Audacity without brains is impudent—also impotent.

Audacity's cousin is Impetuosity, which latter gent oft blacks another fellow's eyes.

That is just what happened to poor Pat, when he was asked, "Who gave 'em to you?" And Pat replied: "Nobody givum to me. Oi had to fought for 'um!"

I have known Ad-Man Davison ten years, come Saint All Baba's Day. I have written him near five hundred letters, and he has written as many to me.

Some day I may give the whole blooming bundle a formaldehyde fumigation and publish them Roycroftie at Ten Per.

In the Ad-Man's success I take a personal pride. He got from me the epistolary beeson that makes for literary rightness—that is, I fished him out of the ink well of English undefiled.

Now he takes more than an academic interest in the Income Tax Law—for he throws his Thoughtgear into High only for a steep consideration.

In truth, he gets a price for his work that makes me tuck the tail of my ego into my comic overalls, and pass up the jingling in humility.

Ad-Man Davison is the publicity world's most potential pen-pusher.

In all Advertisingdom he is looked upon as Word-Stitcher Supreme, since his Juice never fails to jog the Jingle.

Big Advertisers, Mail-Order Kings, who buy his Hypnosis, tell you the Ad-man's success is not mortised and tenoned in bone, but springs from a cool ability to make the advertiser, the prospect, the buyer, Come Across.

He dips his pen in the ink of Human Credulity and biffs the Buying Impulse right in the Solar-Purchase!

Shooah, man, I know of letters this guy has written which netted his clients thousands of dollars.

Any price is cheap for letters that bring big returns.

Also, any Ad is dear that dies on the empty air. Advertisers who have neither time, printing, postage nor golden prospects to waste turn to Davison.

He gives them fresh plucked phrases, not withered wordology, for letters, pamphlets, booklets, newspaper or magazine copy—and pours 'em out nice and easylike, Terese, just as if it didn't hurt at all.

The Ad-Man is a Business Doctor, a Master Salesman and a Psychologist. His style seems self-lubricating, but the fact is, he focuses on every problem with a clearness, care and concentration that tokens a genius.

The tasks of his many clients are his tasks—i.e., business-building, and he gets away with

it as Colonel Samson did the Maxixe with Delilah, on the Gates of Gaza.

Sol

"HIS LETTERS HAVE BROUGHT THOUSANDS AND THOUSANDS OF DOLLARS":

"To the American Businessman: For some nine years Ad-Man Davison of Kansas City has composed our collection and business-getting letters. These letters have brought thousands upon thousands of dollars into the exchequers of our clients, and we have profited immensely through the peculiarly productive power of this man's pen. We don't think there is another writer in the country who possesses the same cash-coaxing characteristics."

—Publishers' Adjusting Association.

RANDOLPH ROSE, PRESIDENT, R. M. ROSE CO., CHATTANOOGA, FORMERLY PUBLISHER, "MAIL ORDER BUSINESS BUILDER," SAYS:

"Ad-Man Davison is unquestionably America's foremost advertising writer. The entire mail order world concedes his ability to write letters and literature that produce phenomenal results. He knows the things that actuate the human mind in saying 'Yes'."

FROM ONE OF THE LARGEST MAIL ORDER LAMP CONCERNS IN THE WORLD

"The final test of advertising is results. Ad-Man Davison makes the reader want the thing advertised—want it immediately and

want it so almighty bad that he sits right down and writes the sweetest sentence in the English Language: 'Enclosed find check.' Davison charges a big price for his work, but his service is one of the best investments we ever made."

—Sunshine Safety Lamp Co., Kansas City.

ERNEST F. GARDNER, PRESIDENT GARDNER ADVERTISING SERVICE, FORMERLY EDITOR "ADVERTISERS' MAGAZINE," SAYS

"Ad-Man Davison is the one master-mind among letter writers. Marshall Field said: 'One good business-bringing letter may be worth a million dollars and one man may write it.' If you feel an impossible gulf between the million-dollar letter and the ones you are now using, consult the Scribe Supreme—Ad-Man Davison."

FROM A MILLION-DOLLAR MILLING CONCERN:

"Ad-Man Davison has gotten up advertising for our milling institutions for eight years. We may be wrong, but we don't think there's a man in America who can do it any better. His charges are steep, but we consider all the money paid him a highly profitable investment."

—Larabee Flour Mills Co., of Kansas.

THIS CERTIFIES

that the Baynard Publishing Company has exclusive rights to the publication of my letter collection,

Ad-Man Davison

that the copies in this Collection are Exact Duplicates of the Original Compositions by Mr. Davison.

WE GUARANTEE

BAYNARD PUBLISHING COMPANY

Fables of Advertising

THE FABLE OF THE OBSTINATE EDITOR

ONCE upon a time a large concern decided to issue a House Organ of its very own, as a further means of keeping the Advertising Department out of mischief.

So an editor was duly appointed and the offspring received its natal blessings and congratulations in the customary formal manner. But, as is not infrequently the case, by the fourth or fifth issue, Hades spilled out and over the edges due in no small measure to the fact that too many persons were trying to play editor.

Just after the December issue had gone to press, Mr. Editor read the riot act.

"Either I edit this house-organ and assume full and complete responsibility for its future, or my official resignation is in order," said he, realizing that too many cooks spoil most any sort of broth; "from this hour on 'hands off'—I'll do the editing myself."

So the Powers that Be yielded and no longer offered advice.

In three months the house organ had run itself as deep into the ground as a meteor from Mars and it is not on record that anybody ever had the nerve to try and dig it out.

Moral: Even Napoleon allowed his soldiers to do some of the fighting.

* * *

THE FABLE OF THE FAVORITE TRICK

An Art Manager was asked to get up a page illustration, to accompany some text; the client being a New England manufacturer of Kitchen Ranges.

It was the aim of this Art Manager to do something especially clever, too, for he had 90 per cent in his favor—large space, no limit as to price, and short text, capable of visualization.

In order to make doubly sure, he drew up one superlatively clever "prelim." and a half-dozen rough little chickabiddies.

But the Big Boss at the factory turned 'em all down.

Two or three more ideas were drawn up and these were clever, too.

And again the elusive "O. K." could not be corralled.

For the third time, idea sketches were submitted, but the Main Squeeze, who had made a million with a patent back-draught and duplicate centre-feed ash-dump, would have none of them and made the following significant statement during the stormy committee-room session:

"I can't fool with you fellows any longer. . . leave the illustrating of this ad to me. . . I'll have one drawn up by our local engraving-house artist."

When the picture landed in Mr. Art Manager's lap for plate-making, it was a Louis XVII. decorative border and a retouched photograph of the factory, including the new left wing.

It went through with sleigh bells on and in his official letter the Big Boss remarked that it was the "Best Advertisement We Have Ever Run."

Moral: When in doubt, use the Factory.

* * *

THE FABLE OF THE FAMOUS SPEECH-MAKER

In a bully organization given over to the preparation of Advertisements for Advertisers, there was once an ambitious young chap with a marvelous aptitude for spontaneous gab.

He could talk "Publicity" at the fall of the hat and during those delightful club luncheons he would tell whole tables full why somebody else's stuff lacked the "Psychology of good Salesmanship."

He was known as a Heady Hick, who talked a lot but knew His Biz, and whenever Programmes were made at the Y. M. C. A. or small-town Ad-Club, his name occupied a front seat right up where the slide-trombone could drip on him.

A wonderful dinner was tendered him by his Advertising Friends, at which duck, champagne, and hot air were served at five bones per plate, and speeches of congratulatory praise were made by the assembled guests, each one vying with the other in a picturesque attempt to eulogize the Trick Talker.

At the end of that same week, his firm searching about for a way to cut down expenses, fired him.

Moral: The man who is the most voluble to his Boss is not necessarily the Best Talker.

* * *

THE FABLE OF THE TWO SYSTEMS

Once upon a time, it became noised around that a certain account might be pried loose from its old foundations, provided a No. 26 jimmy were used.

Two competing agencies got busy with quickness and dispatch and all the while the account dozed the Indian Summer Days away, unconscious of the ram-pageous fuss it was causing.

On that Day of Days, when the fox was to be let out of the trap, the two agencies submitted their stuff and waited for signs of a return fire from the Factory trenches. Agency A plucked the raisin cake and the matter ended there, for a week or so at least.

"What did you submit?" A asked B, during a club smoker the next Thursday:

"Oh, about 20 carefully executed drawings and a 212-page prospectus and 20 special dealer ads and seven booklets and a newspaper campaign and the complete model of a window trim," was the sad answer.

"What did you submit?" B asked A, at the same smoker.

"An idea," A replied.

Moral: "Quality, not Quantity" wears about as well as any thing Solomon ever wrote.

* * *

THE STORY OF THE STUBBORN COPY MAN

It came about that a Copy Man of Great Renown insisted upon working by rule.

"I'll do it this way, because I

did it that way yesterday," was the painted maxim he stood on the southeast corner of his office desk.

Six fat little accounts were turned over to him to handle—nice, amiable, house-broken, little accounts that had never caused anybody any trouble since birth.

As he rolled up his sleeves and tackled the copy, he murmured quietly to himself: "I'll write this dope as I wrote My Big Success. Then it can't go wrong."

The account shifted at the end of the year.

But Mr. Copy Man was a Big Chief among men and went at the copy for account number two.

When his Chief read the stuff, he remarked something about its not being keyed in exactly the right vein.

"Poo—poo!" was the Copy Man's haughty answer, "leave it to me. Wasn't my Tongue-tickler Tobacco Account campaign a whopping success?"

So he had his way, and that account changed too.

So did the remaining four, and now the Stubborn One who was One-Stylish for fair, is conducting a "Personal Service" Game on his wife's money.

Moral: It's just as well to build an individual success for Each Account.

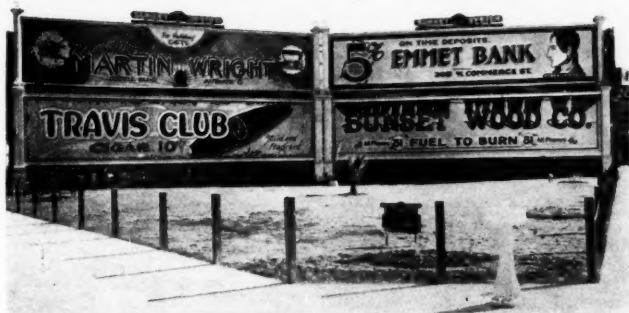
* * *

THE FABLE OF THE CONSERVATIVE DONKEY

A Donkey, by some hokus-pocus, managed to win over a plum of an Advertising Account, and all day long he'd roll it around in his mouth for the sheer love of tasting the sweet.

The concern in question was very rich and very progressive, and while the Old Man believed in the conservation of Publicity Appropriation. His Son had the Right Idea and wanted to let the universe know the House was above ground and kicking.

Now, this Donkey friend of ours had done some Tom Fool mental reasoning. . . . He believed the best way to hold an account was to spend as little as possible.



SUNSET PLAZA

THE MOST ATTRACTIVE ADVERTISING
DISPLAY IN THE UNITED STATES

NOW COMES

SAN ANTONIO, TEXAS

Where you can't get away from

Outdoor Advertising

Do You Know

that San Antonio—The Alamo City—is one of the World's Famous Winter Resorts?

that San Antonio is the Market Place for all of Northern Mexico?

that the People of San Antonio and surrounding territory are honest-to-goodness buyers of honest goods?

that there's a good market in San Antonio for *your goods*?

that the SUNSET SYSTEM of San Antonio has built the FINEST OUTDOOR ADVERTISING PLANT IN THE UNITED STATES?

(Every City Display is ULTRA DE LUXE)

We will gladly supply any trade information that may be of service to your Advertising or Sales Departments

Write for photographs and locations



OUTDOOR ADVERTISING

Executive Offices: Calcasieu Building

SAN ANTONIO, TEXAS

N. B.—We maintain painted bulletin and wall displays all over Texas

So shorthand transcript of some of his conversations with Father ran about like this:

"No, we won't use standard magazines. . . . They do not reach the class of people we want."

"No, we will not issue booklets . . . folks never read them nowadays."

"No, we will not go into Street Cars. . . . it's a waste of good money."

"No, we will not help keep the bill-posters union alive. That branch of Advertising is not for us."

"No, we will not pesticate with the Trade Paper clan. The space isn't worth even the little they ask for it."

But he employed four stenographers, a clerk, a bookkeeper and an office boy, and everybody in the Great Game who knew him wondered why an Advertising Man didn't believe in Advertising.

One day, in order to have something to show for his salary, he ran a half-page in two Metropolitan newspapers. It paid so well the Big Boss gave his account to an Agency that believed in Advertising, first, last and all the while.

Moral: To cut down on Advertising is not economy.

T. P. A. to Quiz Publishers

The meeting of the Technical Publicity Association of New York, January 13, will be devoted to a discussion of subjects of direct interest to publishers of trade and technical publications. A series of questions has been prepared as a basis for the discussion, and representative publishers will be asked for categorical answers.

"Truth" Representatives Named

John J. O'Keefe, president of *Truth Magazine*, has appointed Matthew J. Barry, Stephen Tongue and W. H. Hogg to represent the publication in the New York and Eastern fields.

Newspaper Man Joins Burroughs Company

Arthur Loucks, formerly on the editorial staff of the *Detroit Free Press*, has joined the advertising department of the Burroughs Adding Machine Company.

Advertised Free Gift Delivery to Needy

The Quick Tire Service Company, which operates establishments in a number of cities of the Middle West, announced through the Louisville, Ky., newspapers Christmas Eve that its entire fleet of service autos would be placed at the disposal of those "wishing to extend aid and Christmas cheer to the needy." There was no charge for the service which the announcement said would include the delivery of anything from a child's toy or a pair of warm gloves to a ton of coal or a trained nurse. "Hopeful of Being Helpful" was the caption of the announcement which was signed by Thornton Newsum, president of the company.

McC Campbell Back With "El Comercio"

George M. McCampbell, Jr., has been appointed advertising manager of *El Comercio*, New York. Five months ago he left this publication to go with the D. O. Haynes Publishing Company, also of New York.

Before his previous connection with *El Comercio*, Mr. McCampbell was with Hall & Ruckle for 21 years, the last 15 being devoted to the advertising and sales end.

Roebing Adds Other Railroads to List

George W. Roebing, New York, who has control of the advertising in the cars and stations of the Erie Railroad, has secured exclusive control of the advertising in the cars and stations of the New York, New Haven & Hartford and the Central New England lines.

The Virtue of Impatience

Go, sing the praise of patience if it suits your taste and voice, for patience is the virtue first in many people's choice. They laud the man who sits for hours serenely by the brook in patient waiting for a fish to nibble at his hook; but often is his waiting and his patience all in vain because the fish were lifted by a fellow with a seine.

Go, eulogize the farmer as he sits among his crops and reverently waits for heaven's kind, refreshing drops; who prays in patience for the breeze cloud-freighted from the south, to come along when it may please and break the blasted drouth; but while he thus awaits for helpful moisture from his Maker, the man who irrigates produces twice as much per acre.

Go, boost the merit of the man whose goods are highest grade, whose quality of merchandise is building up his trade; who patiently awaits the slow approval of the throng, in confidence that patronage is sure to come along. It seems to me impatience is immeasurably wiser; it's copiously proved by the successful advertiser.

Caveat emptor

THERE are in the printing business as in all businesses, irresponsible and sometimes even dishonest individuals and it is so easy to obtain information as to concerns whose reliability and financial standing guarantee and do give the buyer a

Quid pro quo

for the amount invested. In this direction the

Charles Francis Press

30-32 West 13th St., New York, desires that buyers of printing will investigate its SERVICE, RELIABILITY and COMPETENCY, both financial and otherwise, to accomplish any business they may undertake to your satisfaction.

Come and see our modern plant, or telephone 4090 Chelsea and a representative will call, or drop us a postal card and it will receive prompt attention.

*Yours for Service of
a Superior Quality*

CHARLES FRANCIS PRESS

Established 1894

Printers and their Specialties

Advertisers Can Consult with Profit, this List of Printers, When Planning their Next Job

15 Years Ago

we brought Process Color Printing to New York City. Since then we have perfected the product and placed cost within the reach of all who are looking for bigger business.

ZEESE-WILKINSON CO.
424-438 West 33rd Street, New York

WE have won a unique success by specializing in Advertising Composition for Advertising Agencies exclusively.

Day and Night Service

C. E. RUCKSTUHL, INC.
"Typographic Service"

27 EAST 31ST STREET, NEW YORK

Booklets :: Catalogs

MANY of America's prominent advertisers and advertising agencies like the George Batten Co., J. Walter Thompson Co., Frank Seaman, Inc., Federal Agency and others requiring High Class Work

USE THE

CHARLES FRANCIS PRESS

Printers of PRINTERS' INK

30-32 West Thirteenth St., New York

Illustrated Catalog AND Magazine Printing

If your next work is planned so as to gain all the benefit of our equipment, we believe a substantial saving can be made. May we talk the matter over with you?

THE PERIODICAL PRESS
76-88 Lafayette St. - New York

ADVERTISING AGENCIES
can work with us with profit because a number of our clients are of the larger type whose accounts are handled by agencies.

READ PRINTING CO.

HIRAM SHERWOOD, PRESIDENT

106 Seventh Avenue, New York

QUALITY ATTRACTS QUALITY

Commonplace printed things go straight into the yawning mouth of a business man's waste basket. We produce printing that pulls.

WALTERS & MAHON, Inc.
64 Church Street, NEW YORK
PHONE CORTLANDT 1087-1088

CATALOGUES

bound in cloth, leather, or paper. Best quality and reasonable prices. Quantity orders solicited.

THOMAS Y. CROWELL CO.

Bookbinding Department

426-428 West Broadway, New York

WE are proud of the long list of expert buyers of fine printing whom we serve.

Names on request.

THE KALKHOFF CO.

216 West 18th Street, New York

Engraving — Designing — Electrotyping

A Handy Buyer's Guide for Advertisers,
Advertising Agents and Publishers

THE STERLING ENGRAVING CO.

Designing Retouching
Halftones Ben Day
Color Process Wax
New York City, N. Y.

200 William St. Tenth Av. cor 36th St.
Tel. 2900 Beekman Tel. 3900 Greeley

SAFETY FIRST

Don't blame it on the printer or
the electrotyper.

Insure good results by buying the
best printing plates made.

Metropolitan Art Craft Co.

Photo-Engravers
2 Duane St. New York
Telephones Beekman 2980-1-2

DAY AND NIGHT SERVICE

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and mats from

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Of Canada
345 Craig W. Montreal, P. Q.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George F. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: Marquette Building, J. C. ASPLEY, Manager.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., Geo. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 43.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$60; half page, \$30; quarter page, \$15; one inch, \$4.90.

JOHN IRVING ROMER, Editor.

NEW YORK, DECEMBER 30, 1915

Why Men Read Business Articles

A well-known writer on business topics tells PRINTERS' INK that sometimes a single article will bring several hundred letters from persons who wish to make comments or to ask further information. He says also that the demand for business articles has never been as great as it now is, and that more business men than ever before are reading the trade and technical publications and the more general business periodicals.

For this situation he assigns two reasons: First, that the publishers of some of the class publications are delivering better goods than they formerly did; second, that the stress of more scientific competition has aroused business men to the necessity of studying the best methods and policies of successful houses in the business world.

PRINTERS' INK believes that this writer's conclusions are correct. It is true that some of the class

publications are selling better goods than was once their wont. As a whole, business men are getting more helpful class reading than they have had in the past. They are getting the kind of reading that costs real money for a periodical to present.

PRINTERS' INK has long been a believer in quality goods in its columns, and to secure this quality it has not spared expense or time. It endeavors to make each issue a concrete reflection of some business success or failure. There is no more fascinating reading than a true record of what some business house has achieved, and how. It gets hold of one, not merely because it appeals to the pocketbook, but because it touches the instinct most men have to accomplish things and to be overcomers of obstacles. And that is one reason why you will often find the bound volumes of PRINTERS' INK on the desks of high executives.

There has been another development in this field that ought to be brought out here. There never was a time when business men of importance were so ready to tell about their problems as they are now. Look over the last 52 issues of PRINTERS' INK and observe the higher caliber of the men who have contributed articles under their own names, or have authorized the publication of interviews. In former years business men were disinclined to discuss their own affairs in print, just as factories almost invariably had signs over their doors: "No admittance! This means you!" You will not find many such signs to-day. Competitors are welcomed to factories, and, while the very confidential things are still withheld, even competitors co-operate. In the same way, business men open up their problems in print. Why? Because in return they get something about the problems of other men.

It is a fair game, and a profitable one for all concerned—all of which constitutes sufficient reason for the fact that men are reading more and more on these subjects.

Advertising as an Aid to Invention

It is common enough to speak of the period which began 50-odd years ago as the "age of invention." Since the close of the Civil War progress in engineering has been far more rapid than at any other time in the world's history. And it is no mere coincidence that the same period witnessed a like progress in the use of advertising—that it may quite as properly be called the "age of advertising." Superficially, the two things may seem entirely unrelated, but the student who looks below the surface is likely to discover a very good reason for their simultaneous development.

Indeed, it can easily be demonstrated that no inconsiderable share of the progress of invention is due to the growth of public intelligence concerning new devices and improved methods, much of which is the direct result of advertising. The idea is very clearly expressed in a recent address by A. R. Maujer before the Ohio Society of Mechanical, Electrical and Steam Engineers. "Modern advertising," said Mr. Maujer, "is increasing the rapidity with which progress in engineering is being made. It is constantly raising the general level of efficiency in all branches of engineering. It does these two things by eliminating time. Information which once took months and years to spread thinly can now be spread thickly almost overnight. So the modern advertised invention or new product, instead of struggling weakly to an anemic or belated maturity or dying an untimely and obscure death, springs rapidly to a widespread usefulness and paves the way for still further improvement."

By the next generation it is probable that the "poor inventor" will have lost his force as an object of sympathy. The struggles of Howe to obtain serious consideration for the sewing-machine and the efforts of Morse to overcome ridicule for the electric telegraph belong already to a bygone era. Information spreads

much more rapidly nowadays, thanks in large part to the development of advertising. Whether he acknowledges it or not, the present-day inventor owes much to the men who have been experimenting in the apparently unrelated field of commercial publicity.

The Market for Advertising Ideas

A man who is prominent in ad club work tells us that he is constantly in receipt of inquiries concerning the market for "advertising ideas." Many of them run about as follows: "I believe myself to have the ability to do advertising work, and to prove or disprove that belief I would like to know if there is a market for advertising ideas, especially novel features. In that way I could try myself out and yet not interfere with the work I am now doing." The request is typical; the ambitious youngster, located often in a small town and in a humdrum occupation, feels the stir of ideas within him and dreams of making a place for himself in the great world. Most national advertisers, as well as the more prominent agencies, are more or less familiar with the same thing, usually through receiving submitted "ideas" which only result in disappointment to the senders and embarrassment to the recipients.

It is too bad to have to discourage the youngster who is trying to do some constructive thinking on advertising problems, no matter how far it falls short of practical utility. A good deal of energy, first and last, is being spilled in these ill-advised attempts to add to the available supply of advertising "ideas," and it is energy which ought to be put to work to practical purpose. No advertiser likes to be obliged to run the risk of offending a possible customer by turning down his well-meant suggestion, yet the time that is necessary to explain *why* the "idea" is unavailable often looks like an absolute waste. Still the good will and the energy which is back of the effort might be turned to account under proper guidance.

We believe that a good deal of this energy might be usefully employed if the youngster's attention should be called to his logical point of contact with the advertiser's real problem. There is a plentiful supply of the ability to write passably good advertising copy, and advertising schemes are a drug on the market. There is not, however, and we doubt if there ever will be any over-supply of dependable merchandising information. Right in his home town, among the local dealers he passes every day, there are plenty of opportunities for the energetic and level-headed young man to be of real service to advertisers. If he can get the dealers' confidence, find out their real attitude toward advertised goods, and become familiar with their viewpoints, he will have information which advertisers can actually use. He will, furthermore, have a basis for suggestions which will stand some chance of being in harmony with an advertiser's general plan of campaign. He will unconsciously be giving himself an education in merchandising.

There is indeed a "market for advertising ideas," and advertisers are willing to pay well for such ideas as they can use. But the successful advertising man does not commonly evolve ideas out of his own mentality. They are the product of hard digging after the facts of merchandising, and earnest study of those facts after they are once obtained. The best advice which can be given to the aspirant for advertising honors is to study thoroughly such merchandising facts as lie within his reach.

The Pennsylvania's Policy of Corporate Publicity—The somewhat enviable position which the Pennsylvania holds in the railroad world has just been enhanced by the adoption of a monthly report to stockholders which shows the actual amount available for dividends, instead of concealing it in the non-committal item of "railway operating income." So careful an observer as B. C. Forbes, of the *New York American*, her-

alds it as an "epochal step along the path of publicity," and declares that "for the first time in railroad history the company adds 'other income,' 'gross income' and 'fixed charges,' leaving the exact 'net income'—that is, the sum applicable to dividends." The report does not stop there, however, but goes on to give the "percentage of return on property investment" for the current year to date, and also for the preceding year. Thus the stockholder or the prospective investor can tell, from month to month, just how things are going, and the opportunities to accuse the railroad management of "inside" manipulation are almost entirely removed.

It does not require a prophet, nor the son of a prophet, to perceive that if such a policy had been generally adopted ten years ago it would have saved the railroads much unpleasant experience. It would have rendered impossible a lot of vicious manipulation which actually did take place, and it would have prevented a vast amount of unwarranted suspicion. **PRINTERS' INK** has long stood for the fullest publicity for corporate affairs, and we are glad to feature thus prominently the action of one of our leading railroad corporations.

Chas. W. Knapp with New York "Times"

On January 1st Charles W. Knapp will become associated with the management of the *New York Times*. He will succeed Samuel Strauss as treasurer of the Times Company. Mr. Strauss having retired, as noted in **PRINTERS' INK** last week, because of personal interests that demand all his attention.

Mr. Knapp has been president and publisher of the *St. Louis Republic* for many years. He was one of the organizers of the Associated Press and American Newspaper Publishers' Association.

J. F. Beale, Jr., Resigns from Saks & Co.

J. F. Beale, Jr., has resigned as advertising manager of Saks & Co., the New York department store. Until a year ago he was advertising manager of R. H. Macy & Co., where he served for two and one-half years as advertising manager, and for four and one-half years before that he was with Strawbridge & Clothier, Philadelphia.

• LIFE •



THE LOCOMOBILE COMPANY OF AMERICA

Executive Offices & Works

BRIDGEPORT CONN.

Dec. 21st 1915.

Mr. George B. Richardson,
Advertising Manager,
Life,
17 West 31st Street,
New York City, N. Y.

Dear Mr. Richardson:

We have been making a canvass in connection with the relative popularity of the leading Magazines and Weeklies among those who purchase expensive motor cars. We have been conducting this canvass during the fall months, and although our work is not fully complete I think it will interest you to know that Life is showing up exceedingly well, in fact just now it heads the list by a comfortable margin.

Very truly yours,

J. A. Kingman
Advertising Manager.

JAK-H

The Organization and Handling of Sampling Crews

How the Foreman Is Able to Keep the Wheels Going Smoothly—The Relation Between the Crew of Samplers and the Man Who Sells the Dealers in Connection with the Sale

By J. M. Campbell

A SAMPLING crew usually consists of a foreman, a sign-man and two samplers.

The foreman is paid \$20 to \$25 a week. A sign-man can be had for \$15 a week; samplers for \$12 or \$14. In addition to their wages the men are generally given an allowance of 25 or 50 cents a day when their stay in a town is so brief that they are unable to get the benefit of a weekly rate at a hotel or boarding-house.

One of the first things a sampling foreman does when he arrives in a city if the city has a population of 100,000 or more—is to buy a map. He examines it and determines whether he will work the city from north to south, or from east to west. He also decides whether to include or to exclude corner houses on the "first over." If he did not do that, the samplers would put two samples in each corner house.

The sampling crew usually works ahead of the sign-man. The sampling foreman posts the sign-man nightly as to the territory he has covered, and the sign-man follows as close as he can.

The foreman's next step—indeed, it is often his first step—is to make arrangements for livery. The time is past when one could engage a wagon, two horses and a driver for \$2.50 a day.

The foreman's third step is to transfer his samples from the freight-house to the livery-stable from which he will work, or, if there is not room in the livery-stable, to a warehouse nearby. While these preliminaries are under way, the sign-man or one of the samplers finds a boarding-house.

A well-organized crew of samplers will have things going within an hour of the time they arrive in a town—livery will have been engaged, driver hired, samples transferred, and the sampling crew actually at work.

In large cities it is advisable to use more than two samplers. This is also possible while work is in progress in the thickly settled portions of smaller cities, but as the outlying sections are reached it is often wise to drop one of the samplers. This because the foreman cannot handle the men to as great advantage as when they operate in congested districts.

Opinions differ as to the number of samples a sampler should put out in a day. In a city like Philadelphia, where the houses are close together, there is no difficulty in distributing as many as 600 samples a day. In a suburban district a man may have to work very hard to distribute 400 samples.

WHEN TO SELL TO DEALERS

As to the sales work among dealers which should be done in conjunction with sampling, there is room for honest difference of opinion as to whether the salesmen should precede the samplers, work with them, or follow them.

The advantage of having the selling precede the sampling is that partial distribution will have been secured before the sampling actually begins. The distribution will not, however, be as thorough as if the selling were done at the time the sampling is done.

The advantage of having the salesmen work at the time the sampling is done, is that they can use the sampling as a sales lever.

The advantage of having the selling done after the sampling is completed, is that there will be an actual demand for the product when the salesman calls.

A sample should be left with every dealer, who should also be given a circular in which the plan of introduction is outlined. This, bearing the signature of a reputable business house, is more convincing than the salesman's "say-so."

It goes without saying, of course, that sampling crews should work on regular schedules. A man who has had experience in that sort of thing can prepare a schedule to which the crew can adhere with really remarkable fidelity for weeks at a time.

The *California Cultivator* has purchased the *California Farmer* and the two papers will be consolidated and published as a California publication devoted to the rural home and ranch.

Anderson Will Address Six Point League

The next luncheon of the Six Point League will take place on Tuesday, January 4, in the Hotel Martinique, New York.

Lee Anderson, advertising manager of the Hupp Motor Car Company, will deliver a talk on "Newspapers as a Medium for Automobile Advertising."

It is expected there will be an unusually large attendance at this luncheon owing to the fact that it is to be held during the week of the Automobile Show.

After January 1st, 1916, the Advertising Department of the

Motion Picture Magazine

AND

Motion Picture Classic

will be located at the Home Office 175 Duffield Street, Brooklyn, New York.

FRANK G. BARRY, Advertising Manager

M. P. PUBLISHING COMPANY

Member Audit Bureau of Circulations

All Orders, Cuts, etc., should be sent to the above Address

Western Representative: ARCHER A. KING, Peoples Gas Building, Chicago

Is YOUR Trade-mark Adaptable For a Pencil Clip?



Gain the good will of your customers and remind them to boost your product. Keep your trade-mark before the eyes of your prospects and make them think about you daily. "Clip them" to your trade-mark with an American Emblem Pencil Clip. It is probably the newest, most economical and efficient of all advertising novelties. We will carry out your own ideas as to design, size, metal, colors, etc. Samples and prices for the asking.

AMERICAN EMBLEM CO., Inc.

333-335 Columbia St., Utica, N. Y.



The Little Schoolmaster's Classroom

ONE of the bad habits which the advertising business is in the process of outgrowing is the practice of selecting agency service on the "plans in advance" basis. It still crops up occasionally in prominent places—as for example, in the present advertising policy of the Prudential Insurance Company—but a great many of the leading advertisers and agents are making a determined effort to get rid of it. The Schoolmaster happens to have a copy of a letter written by a leading agent, which contains the strongest arguments against the selection of advertising counsel on the strength of "cute little plans." Eliminating in fairness the marks of identification, the letter reads as follows:

* * *

"Mr. Jones, although it has never been so named, we have at the above-named address a sort of association of American advertisers.

"These advertisers have the feeling that by pooling their interests in our hands their agent can get a much wider advertising knowledge and merchandising understanding than any of them singly could hope to possess.

"These advertisers recognize that if their agent is honest and reliable and they are all put on the same basis, the stronger they make this agent the stronger he must be for their interest because he is an agent. Being an agent presupposes that there must be a principal, and if an honest agent has any advantage this advantage accrues to his principals.

"We invite you to join this association. You should not be more careful in your choice of an agent than we are in our choice of a client. We want no concern as a client which is not in robust business health. We do not want weak, inefficient, poorly organized concerns as clients, because they will not size up with the other clients we serve. If you join this company we will

put you on the same basis that we put everyone else.

* * *

"We will ask you to agree to give us such advertising as you may do over a stated period. We in turn will agree to buy this advertising for you as well as our experience and facilities will enable us to do. We will tell you the truth as to its cost. We will charge you fifteen per cent above its cost to recompense us for our services and profit.

"Now, then, Mr. Jones, you have indicated to me that a number of agents are preparing plans for you and that you think we take a very high and mighty attitude; that we are not willing to give you proper evidences of our capacity to serve you.

"Please do not get mad at me if I suggest that Tiffany offers you no proof that his gold is 14 karat. This organization does not have to prove to you that it can write good advertisements. That is its business, and it has attained an eminent place in its line by doing this kind of work.

"Indeed, if you went into a jeweler's shop and insisted upon having proof as to the worthiness of the stones and precious metals, you probably would show yourself to be about the easiest come-on that had ever entered a store where it was thought necessary to give such proof.

* * *

"Mr. Jones, you tell me there are six agencies offering plans for your business. Only one of them can get your account. This means that five-sixths of the cost in making plans for your business must be marked off as a loss, or charged up against other clients.

"I know one agency that spent \$20,000 in one year for the preparation of drawings, illustrations, composition, etc., for preliminary plans to be used on prospective advertisers. At the end of the year they took this art and mechanical cost and apportioned

Poor People Don't Read It

Poor people do not subscribe to **GOOD HEALTH** because they have neither time, leisure nor money to follow its teachings. Young people are not interested, because they are usually so well that they do not need to think about health. And—unintelligent people are not interested, because they can neither understand nor appreciate the message in **GOOD HEALTH**. This is why we are able to claim that all **GOOD HEALTH** subscribers are well-to-do people, above the average age of thirty-five years, with leisure and money to cultivate health and intelligence to appreciate what health means to life. Therefore, there is no "waste" in the circulation of **GOOD HEALTH** for the advertising of a high-class proposition. I have quantities of proofs of this. Shall I send you a few?

J. Dwight Brewer
Advertising Manager

GOOD HEALTH

1812 W. Main St.
Battle Creek
Mich.

Posters Are Most Effective Silent Salesmen In Chicago

AMERICAN POSTING SERVICE

B. W. ROBBINS, *President*
CHICAGO, ILL.

ELECTRICAL AGE

*The National Monthly
of Electric Practice*

Second Largest Circulation in the Field.
Members A.B.C. January 1916 issue, 11,000 copies.
The only monthly electrical journal covering the
industry as a whole.

TECHNICAL JOURNAL CO. Inc., Woolworth Bldg., New York

"GIBBONS Knows CANADA"

Wanted: a Big Job

by a high-calibered advertising man, who has been a leading copy-writer in one of the best-known agencies; advertising manager of the largest industry of its kind; copy chief of another successful agency; and now advertising manager of a national advertiser whose appropriation runs close to \$150,000. For very good reasons he desires to make a change as quickly as possible.

This man can create, organize and systematize successful merchandising and advertising plans and campaigns—and do it efficiently and economically. He has the ability and personality to win and hold the confidence of those with whom he comes in contact. He can co-operate with sales managers—help them to get the best and the most from their men. He can write copy that is forceful, original and resultful. And he has an unlimited amount of energy and ambition, coupled with the stability gained by broad experience.

Some agency needing a capable copy and plan man, or some manufacturer needing a real advertising manager, would do well to write for the entire story of this man, who can furnish the best of references and who has a remarkable record of results to show. Address "Capable," Box 381, Printers' Ink, New York.

Lincoln Freie Presse

GERMAN WEEKLY
LINCOLN, NEB.

Takes the place of 280 County weeklies at 1-10 the cost. Great saving in bookkeeping, postage and electros. Rate, 35 cents.

Actual average circulation 133,992

**THE PROGRESSIVE
FARMER**
170,000
Circulation With Dealer Influence

"No Fakes for Man or Beast or Fowl!"
Raleigh, N. C., Birmingham, Ala.
Memphis, Tenn., Dallas, Tex.

it amongst their own clients.

"If you come with us you may rest assured that none of the money that you pay into our organization will ever be employed in doing this kind of work in an effort to get some other client. You may further rest assured that the best brains in our establishment are working in your service and in the service of other clients, and they are not engaged in getting up cute little plans in an effort to attract new business.

"If an advertising agency pays \$100 for a drawing in an effort to land your business, and it fails to secure your account, do not be deceived in the belief that this \$100 will be merely regarded as a soliciting expense. The drawing will be revamped and used for some one else.

"If you want to have your service come from an agency that works on that basis, you would not make a good client for us. Clients that we serve would not put up with such service.

"The type of service that we render could not possibly be rendered if we indulged in such unbusinesslike and uneconomic efforts. To be frank with you, we do not think we would impress you that we are good, shrewd, successful, money-making business men ourselves, if we conducted our business on such a basis. And above all things, Mr. Jones, please associate yourself with an advertising agency which is run by shrewd, successful, money-making business men."

* * *

One of the big men in a big agency was talking to an ambitious young copywriter who felt that he had "arrived": "Advertising managerships? I'll tell you. In my opinion, a good many such jobs are not worth a tinker's dog-gone. The really desirable jobs are not likely to come your way because the present incumbents have no intention of letting go of them.

"Sometimes the advertising manager is simply the goat for the sales manager, or the office-boy for the president.

"Look at Jenks. He left our

copy department to become advertising manager for the Umpty-diddle Company. His copy had to go through the hands of every director, none of whom was an advertising man.

"When they each had had a crack at it with the w.-k. blue pencil, its own mother wouldn't have recognized it. Jenks got into a pocket and was most unhappy. That's why he came back to his old job. Luckily, there are many happy exceptions, but I would stick to agency work, if I were you."

The agency head "sold" his man on his own job—but whether he exaggerated a bit is another story. There are all kinds of advertising managers, just as there are all kinds of vice-presidents or presidents.

* * *

One of the leading insurance companies in the West had adopted a novel plan for developing leads for its solicitors.

An "Insurance Service League" was formed and fair-sized space was taken in a list of newspapers to tell about it.

One of the first ads run was headed "A New Way to Make Money." The copy went on to say that "Our hardest job is, not to sell insurance, but to find the people to sell it to.

"We will pay you from \$5 to \$50 for insurance information that you now possess. There is nothing for you to buy, nothing to sell, no soliciting, no real work.

"Mail the attached coupon for our free book, 'The Insurance Service League,' which tells all about this new plan. No obligation."

Thousands of inquiries were received, for, who *doesn't* want to know a new way to make money? These were followed up with a booklet which explained the "plan" in detail and enthusiastically.

The idea is that "If you have a friend or relative whom you know to be contemplating insurance, send us his or her name on the printed forms furnished you by the Insurance Service League.

Geo. H. Eberhard

is in the East and can tell you of our part in the work of marketing

Ingersoll Watches
Gem Damaskeene Razors
Sterling Gum
Dover Electric Irons
Krementz Specialties

and other nationally known products.

Mail will reach him
c/o Printers' Ink
New York City

The Geo. F. Eberhard Company
SAN FRANCISCO
LOS ANGELES **SEATTLE**

Newspaper Interest Wanted—

Newspaper man with twelve years' experience as publisher, general manager and all around executive wishes to buy substantial interest in daily in growing city of 50,000 to 100,000.

Or will entertain offer from owner to become general manager on straight salary or salary and bonus for increase in profits.

What have you to offer? All negotiations in strict confidence.

Address, "Experienced Publisher," Box 380, care of Printers' Ink.

We have a place

for a man who can write clearly and interestingly on business subjects and who can edit and rewrite technical material prepared by others.

Submit samples of your work

W. S., Box 382, Care Printers' Ink

Advertising Man Who Knows Machinery, Hardware, Auto Accessories, Building Materials, House Furnishings

I handled, helped in, or studied from the inside the merchandising and advertising of:

Foundry, machine shop, and power plant equipment of all descriptions.

Hardware: auto accessories, mechanics' tools, prepared, metal and slate roofing, wire fencing, builders and marine hardware, rope, twine, cutlery, scales, garden tools, etc.

House furnishings: kitchen and table ware, washing machines, stoves, ranges, heating systems, lamps, freezers, etc.

My sales and advertising experiences covered a period of seven years: three and a half as chief copy and plan man on leading papers in these fields, making trade and consumer investigations, planning and executing campaigns, buying printing and engravings, supervising copy and art work; and three years selling advertising and dry goods.

Copy shows ear-marks of thorough analysis, logical thought, presenting selling features in live, interesting, convincing English.

Age 27, of Irish-American stock, college educated, in perfect health, accustomed to rapid production, hard work. Competent to act as advertising executive for manufacturer in these fields with a sales problem and a good product or as copy man in established agency. Address "I. A.," Box 382, care Printers' Ink.

"One of our solicitors will follow this up and you will be paid \$5 for every \$1,000 worth of insurance that we write up for the person whose name you send us."

The Schoolmaster understands that the plan is working out splendidly.

* * *

A member of the class who "dorms" at the 23d Street Y. M. C. A., in New York, sends in a card which he says occupied full-position on his chiffonier as he came in from dinner Wednesday evening. It reads:

WEDNESDAY NIGHT "SING"
PARLOR 9:00 P.M.

Fellow-member:—

Do you remember how you used to enjoy the "sing" around the piano with "the crowd" at home or at college? You will enjoy it now!

Come downstairs Wednesday night, prepared for a good time.

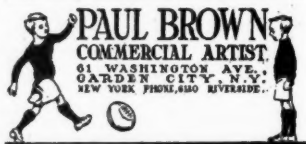
No lecture, no entertainer, no programme of any kind. Just an informal "sing."

Let's get together!

Copy like that makes the Schoolmaster feel like clearing his throat, going "downstairs" and getting in on the chorus of "Old Nassau," "Cheer Pennsylvania" or "She Had a Face Only a Mother Could Love." Verily, not all the copywriters are in the advertising business.

E. F. McGowan Leaves "Knickerbocker Press"

E. F. McGowan, for over two years local advertising manager of the Albany, N. Y., *Knickerbocker Press*, has resigned.



Premium Specialties

International Premium Headquarters. Our biggest success, the No. 7 Dandy needle book, 20c in gross lots, sample sent postpaid 25c

S. BLAKE WILSDEN

Heyworth Bldg.

Chicago

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost forty cents a line for each insertion. No order for one time insertion accepted for less than two dollars. Cash must accompany order. Forms close 10 a. m. Monday preceding date of issue.

BOOKLETS

Are wasted because written backwards; expensive because printed by old time methods. Ask on your letter head for samples. "Standard Booklets" written and priced right. THE DANDO CO., 40 S. 3rd St., Philadelphia, Pa.

FOR SALE

Electrotype plant, doing a good business, splendid opportunity. Address Drawer U, New Haven, Conn.

FOR SALE—At an exceptional bargain, slightly used high speed thirty-two page cylinder Duplex printing press, in perfect condition. Owners have consolidated and using larger press. Write for price and particulars. A. McNeil, Jr., Post Publishing Co., Bridgeport, Conn.

FEMALE HELP WANTED

A New York publishing house has an unusual opportunity for an expert typist, to assist the librarian in indexing and research work. Stenography desirable but not essential. Must be intelligent and able to assume responsibility. Salary to start, \$15. State age and experience. Box 902, c/o Printers' Ink.

HELP WANTED

TECHNICAL ADVERTISING MAN WANTED

A well-known concern needs the services of an advertising man who knows steam plant appliances, electrical accessories and building materials and can write about them in clear, forceful style.

Reply stating experience fully and remuneration. Address Box 905, P. I.

ASSISTANT IN ADVERTISING SERVICE DEPARTMENT of a leading general monthly magazine. Young man, about 20, with good taste in typography and advertising arrangement, and a working knowledge of type, engraving and printing; capable of preparing a job for the printer or engraver, and following it to completion. Artistic or copy writing ability an advantage. Reply by letter only, giving full information as to experience and stating salary. Box 910, P. I.

Plow Ad Man Wanted. I want a man who knows about plows—has followed the plow; knows how to write good farm paper plow copy, circulars, letters, etc., and can help the sales department of one of the largest plow factories in the world. State experience, age, references and salary wanted. Fine opportunity for right man. Must be clean, sober; not too old. Box 908, c/o P. I.

COPY MAN—FIRST CLASS, FOR ESTABLISHED ADVERTISING AGENCY. A FORCEFUL WRITER who knows how to present selling advantages in a convincing way, and understands the dressing up of magazine and newspaper copy with effective display. Only an experienced man wanted; one who has up-to-date knowledge of intensive merchandising methods, knows how to plan and lay out an advertising campaign, and has capacity for work. State age, experience and salary expected. Address Box 906, c/o Printers' Ink.

I WISH to hear at once from *A Sales and Advertising Executive* of strong personality, with ability to select, organize, enlarge and inspire a sales-force that *will make sales*. Must be able to write forceful, convincing, "ginger" letters and conduct a direct advertising campaign—must be long on tact, but able to "drive" if necessary. Preference given Western man, over thirty, now living in New England or New York.

Remuneration will be adjusted on a 20% basis on commission earnings of salesmen—a drawing account of fifty dollars weekly will be allowed for the first four months. If applicant demonstrates ability to make good, seventy-five dollars weekly for the second four months and one hundred dollars weekly for the third four months, a settlement to be made quarterly. Opportunity to increase sales force and earnings is unlimited.

I do not wish to employ nor will I keep in this position a man who is unable to secure enough business to bring his annual commissions to at least seventy-five hundred dollars.

Give all details in first letter. Replies to be considered strictly confidential. Box 907, care Printers' Ink.

Assistant Advertising Manager

for Advertising Department of manufacturing concern that is large national advertiser. Prefer young man between 25 and 35 years old who can write snappy, convincing copy; lay out strong, striking designs, and originate clever ideas for both consumer and dealer advertising in magazines, newspapers and trade papers, catalogues, booklets, folders, mailing cards and other forms of direct advertising. Must know printing and engraving. Want experienced man, not beginner. Good salary and future for live wire. All applications considered confidential. **ADVERTISING MANAGER**, Box 901, Toledo, Ohio.

POSITIONS WANTED

Do you want a man to whom you can teach your ways, unbampered by his previous experience? Here's a Cornell graduate, chemistry, some selling experience, 31, single. Has completed I. C. S. adv. course in personal contact with instructors. Has studied 20 current works on advertising and taken "P. I." and "Judicious Advertising" two years. But, he realizes that he has much to learn. Willing to work for little in order to learn under a good man. How about you? Send data for trial copy. Box 909, care Printers' Ink.

LETTER SPECIALIST

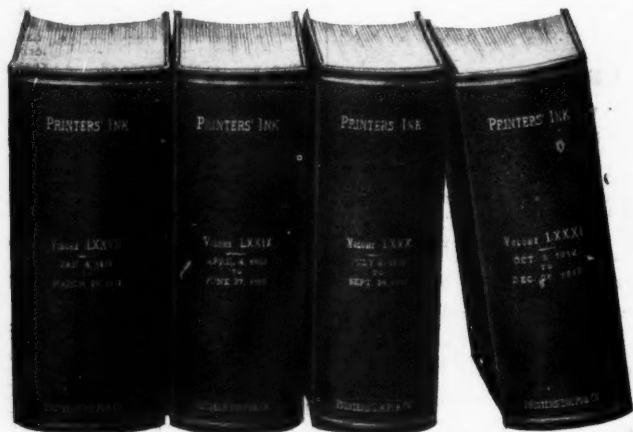
You'll put more snap into your sales correspondence when you take advantage of my "limited specials." Ask about them. **Jed Scarboro**, 557a Halsey St., Brooklyn, N. Y.

PRESS CLIPPINGS

ROMEIKE'S PRESS CLIPPING BUREAU, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable bureau. Write for circular and terms.

PUBLISHING BUSINESS OPPORTUNITIES

We know of a publishing business in New York which is making rapid growth, which can be bought at a reasonable price. It would take \$25,000 cash, the remainder could be paid over a period of years, and the owner would give his influence in handling the business. **Harris-Dibble Co.**, 171 Madison Ave., N. Y.

**ONE PAGE MISSING**

from a copy of **PRINTERS' INK** may easily be as vital to some member of your organization as was the famous nail that cost a battle. Few who give scarcely a thought to mutilating a copy are hardly likely to clip from a bound file.

Avoid inconvenience by keeping a bound file of **PRINTERS' INK** at hand. Start now with 1914 and 1915 sets. \$8.00 the set of four big books (postpaid).

PRINTERS' INK PUBLISHING COMPANY
12 WEST 31st STREET . . . NEW YORK CITY

ADVERTISING MEDIUMS

Birmingham, Ala., Ledger, dy. Av. for 1914, 30,849. Best and cleanest advertising medium in Alabama.

New Haven, Conn., Evening Register, dy. av. for '14 (sworn) 19,414 dy., 2c.; Sun., 17,158, 3c.

Burlington, Ia., Hawk-Eye. Av. 1914, daily, 9,999; Sunday, 11,108. "All paid in advance."

Des Moines, Ia., Register and Leader-Tribune, daily average 1915, 70,116; Sunday, 51,365. Iowa's Supreme Want Ad Medium. Send for town by town and zone circulation booklet.

New Orleans, La., Item, net daily average for 1914, 56,960.

Bangor, Me., Commercial. Average for 1914, daily 11,753.

Portland, Me., Evening Express. Net av. for 1914, dy. 20,944. Sun. Telegram, 14,130.

Baltimore, Md., News, dy. News Publishing Company. Average 1914. Sunday 61,947; daily, 80,176. For Nov., 1915, 74,071 daily; 65,432 Sunday.

The absolute correctness of the latest circulation rating accorded the News is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Salem, Mass., Evening News. Actual daily average for 1914, 20,021.

Worcester, Mass., Gazette, eve. Av. Jan. to Dec., '14, 24,626. The "Home" paper. Largest evening circulation.

Minneapolis, Minn., Farm, Stock & Home, semi-monthly. Average first 9 months 1915, 122,562 paid, 127,955 gross.

75% of circulation is in Minnesota, the Dakotas, Montana, West'n Wisconsin and North'n Iowa. The most prosperous section of the United States. Rate 50 cents a line based on 115,000 gross circulation. Use it to reach this section most profitably.

Minneapolis, Minn., Tribune, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average net paid circulation for 1914, daily Tribune, 109,957; Sunday Tribune 105,144.

St. Louis, Mo., National Farmer and Stock Grower. Actual average for 1914, 128,373.

Camden, N. J., Daily Courier. Daily average circulation for 1914, 11,014.

Buffalo, N. Y., Courier, morn. Av. 1914, Sunday, 99,241; dy. 67,100; Enquirer, ev., 47,556.

Schenectady, N. Y., Gazette, daily. A. N. Liech. Actual average for 1914, 23,017.

Cleveland, O., Plain Dealer. Est. 1841. Actual av. for 1914, dy. 124,913; Sun., 135,342. For Nov., 1915, 134,848 daily; Sun., 167,599.

West Chester, Pa., Local News, dy. W. H. Hodgson. Aver. for 1914, 12,505. In its 43rd year. Independent. Has Chester Co. and vicinity for its field. Devoted to home news, hence is a home paper. Chester Co. second in State in agricultural wealth.

Wilkes-Barre, Pa., Times-Leader, eve. exc. Sun. A.B.C. audit to March 31, 1915, 19,130.

York, Pa., Dispatch and Daily. Average for 1914, 20,322. Covers its territory.



Providence, R. I., Daily Journal. Av. net paid for 1914, 20,653. (©) Sun., 33,018. (©) The Evening Bulletin, 48,772 ave. net paid for '14.



Seattle, Wash., The Seattle Times (©) is the metropolitan daily of Seattle and the Pacific N. W. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the adv. Av. daily circulation, 1914, 71,858; Sunday, 90,368.

Janesville, Wis., Gazette. Daily average, 1914, 7,129. April, 1915, average, 7,579.

Bakers' Helper (©) Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

Worcester, Mass., L'Opinion Publique. (©) Only French daily among 75,000 French pop.

Brooklyn, N. Y., Eagle (©) is THE advertising medium of Brooklyn.

New York Dry Goods Economist (©) the recognized authority of the Dry Goods and Department Store trade.

N. Y. Scientific American (©) has the largest cir. of any tech. paper in the world.

THE PITTSBURG (©) DISPATCH (©)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two-cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered cir. in Greater Pittsburgh.

Providence, R. I., Journal (©) only morning paper among 600,000 people. "The B. I. Bible."

The Memphis, Tenn., Commercial Appeal (©) is the only paper in the state of Tennessee to have received the Gold Mark Award. The Commercial Appeal passes both quality and quantity tests. Daily, over 64,000; Sunday, over 96,000; weekly, over 96,000.

The Seattle, Wash., Times (©) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

New Haven, Conn., Register. Leading want-ad. med. of State. 1c a word. Av. '14, 19,414.

The Portland, Me., Even'g Express and Sun. Telegraph carry more want ads than all other Portland papers combined. 1c a wd., 7 times 4c.

The Baltimore, Md., News carries more advertising than any other Baltimore daily. It is the recognized Adv. Med. of Baltimore.

The Minneapolis, Minn., Tribune, Daily and Sunday, is the leading want ad medium of the great Northwest carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in 1914, 116,791 more individual Want Ads. than its nearest competitor. Rates: 1½c a word, cash with order; or 12 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.

The Buffalo, N. Y., Even'g News is the best classified adv. medium in N. Y. State outside N. Y. City. Write for Classified Rates, sworn cir. statement and rate card.



Table of Contents

PRINTERS' INK, December 30, 1915

Inside Story of House Selling on Price Appeal Alone.....	3
Picturesque Description of What Happens When the Good-Will Element Is Lacking.	
Campaigning on Future Big Buyers While They Are Students.....	10
Weston Electrical Instrument Company, Ingersoll-Rand Company, Alpha, Atlas and Lehigh Portland Cement Companies, and Fitchburg Machine Works, Examples of Concerns Looking Out for Future Good Will.	
Patrick Company's Try-out Demonstrations to Meet Price Competition....	17
Based upon an Interview with Alfred Hanchett, Of F. A. Patrick & Co., Duluth, Minn. How They Were Conducted to Lend Force to the National Advertising.	
Letters That Sell a Department Store on Manufacturer's Good Will.....	25
<i>J. F. Beale, Jr.</i> Physical Appearance Counts, and, Above All, Specific Treatment.	
Why Advertising Tends to Standardize the Goods.....	31
Initials and Monograms as Trade-marks	37
Recent Interesting Cases that Show What Is and What Is Not Possible.	
How the Law Against "Tying Contracts" Affects Business Men.....	45
<i>Gilbert H. Montague</i> Of the New York Bar. One of the Commonest Forms of Business Transactions Outlawed Under the Clayton Act.	
Manufacturer's Window Displays Put Dealers' Own Ideas at Work.....	57
<i>Robert W. Palmer</i> The Story of a "Display Book" Gotten Out by the Armstrong Cork Company.	
Fables of Advertising.....	77
Editorials	84
Why Men Read Business Articles—Advertising as an Aid to Invention—The Market for Advertising Ideas—The Pennsylvania's Policy of Corporate Publicity.	
The Organization and Handling of Sampling Crews.....	88
<i>J. M. Campbell</i> The Relation Between the Crew of Samplers and the Man Who Sells the Dealers.	
The Little Schoolmaster's Classroom.....	90

Index to Advertisers

	PAGE		PAGE
Adman Davison.....	74, 75, 76	Leslie's	33
Advertising Mediums.....	97	Life	87
Albany Knickerbocker Press	48	Lincoln Freie Presse.....	92
American Emblem Co.....	89	London Opinion	43
American Machinist.....	21		
American Posting Service....	91	Metropolitan Art Craft Co.	83
Audit Bureau of Circulations	71	Michigan Farmer	2
Ayer, N. W., & Son.....	1, 42, 43	Motion Picture Classic	89
		Motion Picture Magazine....	89
Baynard Publishing Co.....	74, 75, 76	Motor	63
Beck Engraving Co.....	83		
Bermingham & Seaman Co.	30	Nichols-Finn Adv. Co.....	7
Breeder's Gazette.....	2		
Brown, Paul.....	94	Ohio Farmer	2
Business Opportunity—"Ex- perienced Publisher".....	93	Orange Judd Farm Weeklies	59
Cheltenham Adv. Agency... ..	9	Pennsylvania Farmer.....	2
Chicago Tribune.....	100	Periodical Press.....	82
Chromatic Process Engraving Co.	83	Philadelphia Ledger.....	47
Classified Advertisements.....	95, 96	Photoplay Magazine.....	64
Coal Age.....	21	Position Wanted—"Capable"	92
Collier's	29	Position Wanted—"I. A."	94
Colorplate Engraving Co....	83	Poster Advertising Ass'n.....	52-53
Crowell, Thomas Y., Co....	82	Power	21
		Prairie Farmer	2
Dyer, George L., Co.....	27	Printers' Ink	96
		Printers' Specialties.....	82
Eberhard, Geo. F., Co.....	93	Progressive Farmer.....	2, 92
Electrical Age.....	91		
Engineering & Mining Jour- nal	21	Rapid Electrotyping Co.....	83
Engineering News.....	21	Read Printing Co.....	82
Engravers, Designers and Electrotypers	83	Ruckstuhl, C. E., Inc.....	82
Farmer's Wife.....	67	Scientific Engraving Co.....	83
Farmer, St. Paul.....	2	Scribner's Magazine.....	41
Farm Journal.....	16	Sperry Magazine.....	24
Francis, Charles, Press.....	81, 82	Standard Farm Papers.....	2
		Sterling Engraving Co.....	83
Gibbons, J. J., Ltd.....	91	Successful Farming.....	22, 23
Gill Engraving Co.....	83	Sunset System.....	79
Good Health.....	91		
Good Housekeeping.....	34, 35	Today's Magazine	14-15
		Truth Magazine, Inc.....	60
Help Wanted—"Ideas".....	68		
Help Wanted—"W. S.".....	94	Wallaces' Farmer	2
Hill Publishing Co.....	21	Walters & Mahon, Inc.....	82
Hoard's Dairyman	2	Warren, S. D., & Co.....	36
		Willsden, S. B.....	94
Indiana Farmer.....	2	Wisconsin Agriculturist	2
Judge	33	Woodward & Tiernan Print- ing Co.—Adv. Agency....	51
Kalkhoff Co., The.....	82	Wroe, W. E., & Co.....	54
Kansas Farmer	2		
		Zeese-Wilkinson Co.....	82

ADVERTISING RATES—Display

(Effective January 1, 1916)

\$150 double page, \$75 a page, \$37.50 half page, \$18.75 quarter page
Smaller space 40c per agate line—Minimum, one inch

PREFERRED POSITIONS

Second Cover..... \$90 Pages 7, 9, 11 or 13..... \$90
Page 5..... 100 Standard Double Spread... 180

The End of a Year

This week The Chicago Tribune closes the most successful year in its history.

Its circulation and advertising have exceeded all previous records.

This enviable record is the result of rendering *exceptional service*.

The increase in circulation is the result of *service to readers*—the increase in advertising the result of *service to advertisers*.

And in the coming year The Chicago Tribune will render *greater service than ever before*. Plans for further gains in circulation, and more comprehensive merchandising and advertising service to advertisers, are already under way.

The Chicago Tribune *has only begun*. The greatest year in its history is only a starting point.

The Chicago Tribune

The World's Greatest Newspaper

(Trade-mark Registered)

Circulation Over { 500,000 Sunday
300,000 Daily

Member Audit Bureau of Circulations

Eastern Advertising Office: 251 Fifth Avenue, New York City

Pacific Coast Advertising Office: 742 Market Street, San Francisco

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